New Nouveau
Brunswick

Audio-Video Library / Audiovidéothèque

2000 - 2001

Business
New Brunswick

Entreprises
Nouveau- Brunswick

101-01865/

New Nouveau
Brunswick

Audio/Video Library

Business New Brunswick is pleased to offer you Audio/Video Library services. Tapes are available on loan to the business community. This method of learning provides alternative and economical means to personal and professional development.

Tape learning is a great way to acquire new knowledge anytime, any place. Audio tapes turn commuting time into productive time. Video tapes provide cost-effective team training.

Please read the borrowing instructions on the next page, and start making tape learning part of your personal and professional development program.

The cost of the materials in our library represents a substantial investment. We therefore urge users to observe set guidelines in order to minimize losses and improve service to our clientele. Otherwise, we have no alternative but to impose loss of user privileges for misuse or loss of audio/video tapes.

Thank you for your cooperation.

Audiovidéothèque

Entreprises Nouveau-Brunswick est heureuse de vous offrir les services de la bibliothèque de bandes sonores et vidéo. La bibliothèque prête ses bandes aux entreprises. Il s'agit d'un moyen abordable de perfectionnement professionnel et de développement personnel.

L'emprunt de bandes est un excellent moyen d'acquérir de nouvelles connaissances en tout temps et en tout lieu; même le temps de déplacement peut devenir productif. Les bandes vidéo constituent un outil efficace et rentable de formation en équipe.

Veuillez lire, à la page suivante, les instructions concernant les prêts. Dans le cadre de votre programme de développement personnel et de perfectionnement professionnel, mettez à contribution les services de la bibliothèque.

Nous avons investi une somme considérable dans le matériel de la bibliothèque. Nous vous demandons donc de vous conformer aux lignes directrices afin de minimiser les pertes et d'améliorer les services à notre clientèle. Autrement, il nous faudra retirer aux personnes qui perdent ou qui font un mauvais usage des bandes sonores et vidéo les privilèges dont ils jouissent.

Je vous remercie de votre collaboration.

Web Site web : http://www.gnb.ca/BNB-END/avdir.asp

Audio - Video Library
Borrowing Instructions

- You may reserve your selections via phone, mail, fax, email or in person.
- You are entitled to three selections at any one time.
- The loan period is for maximum of two weeks, which includes time for shipping.
- Cassettes must be rewound and returned in matching cases.
- Borrowed material must be returned in padded envelopes or small boxes.
- Please ensure our name and address are clearly marked on the return package.

****The safe and timely return of our materials and costs associated with the return are the sole responsibility of the borrower.****

Your comments are appreciated!

To borrow tapes, please contact:

Sandra Woolley
Audio/Video Library
Business New Brunswick
Centennial Building, Room 151
670 King Street
Fredericton, NB
E3B 1G1
Telephone: (506) 444-4189
Fax: (506) 444-3600
e-mail: sandra.woolley@gnb.ca

You may use the Service New Brunswick offices in your area to return the audio-video material. Please ensure that the audio/video library is clearly marked with return address and to the attention of Sandra Woolley

see next page.....

Audiovidéothèque
Marche à suivre pour emprunter du matériel:

- Les réservations peuvent s'effectuer pas téléphone, par la post, par télécopieur, par courriel ou en personne.
- Il est permis d'emprunter jusqu'à trois documents à la fois.
- La période maximale d'emprunt est de deux semaines, incluant le délai d'expéditiion.
- Les bandes doivant être retournée dans leur boîte respective.
- Le matériel emprunté doit être retourné dans des enveloppes matelassées ou de petites boîtes.
- Veuillez vous assurer que votre nom et votre adresse sont clairement indiqués sur l'emballage de retour.

****La personne qui effectue un emprunt doit s'assurer que le matériel est retourné à temps dans en emballage adéquat, et doit en assumer les grais de retour.****

Vos commentaires sont apprécies!

Pour emprunter des bandes sonores et vidéo, communiquer avec:
Sandra Woolley
Audiovidéothèque
Entreprises Nouveau-Brunswick,
Édifice du Centenaire, Suite 151
670, rue King
Fredericton (N.-B.)
E3B 1G1
Téléphone: (506) 444-4189
Télécopieur: (506) 444-3600
Courriel: sandra.woolley@gnb.ca

Pour le retour de vidos, vous pouvez utiliser le bureau de Service Nouveau-Brunswick dans votre région. S'il vous plaît, vous assurer que l'adresse de la bibliothèque audio-visuel soit bien indiquée et à l'attention de Sandra Woolley

voir la page suivant.....

SERVICE NEW BRUNSWICK/SERVICES NOUVEAU-BRUNSWICK
FIELD OFFICE DIRECTORY/RÉPERTOIRE DES BUREAUX EXTERIEURES

August 25 2000

TELESERVICES TOLL FREE/APPELEZ SANS FRAIS # 1-888-762-8600 (NB CALLS ONLY/SEUL).

	OFFICE/BUREAU	LOCATION/ENDROIT	P.O. C.P.	POSTAL(E) CODE	TEL/TÉLÉ	FAX/TÉLÉC
VALLEY						
	Edmundston Centre	Carrefour Assomption, 121 rue d'Eglise	5001	E3V 3L3	735-2085	735-2086
	Grand Falls Center	Municipal Bldg., 131 rue Pleasant Street	5001	E3Z 1G1	473-7708	473-7709
	Woodstock Centre	Bi-Centennial Place, 200 rue King Street,	5001	E7M 5C6	325-4476	325-4482
	Fredericton	432 rue Queen Street	1998	E3B 5G4	453-2834	444-4253
	Dealer Office	845 rue Prospect Street (INTER OFFICE MAIL)	1998	E3B 5G4	444-4140	444-4891
	Burton	Court House,23 Route 102 Hwy, (Oromocto, N.B.)	80	E2V 2G4	357-4083	357-4090
	Perth-Andover	1135 boul. West Riverside Drive		E7H 5G5	273-4718	273-4699
	Plaster Rock	135 rue Main Street		E7G 2H2	356-6002	356-6008
	Bristol	4728 chemin Juniper Road- Unit 1		E7L 2W9	392-5108	392-5084
	McAdam +	146 chemin Saunders Road		E6J 1L2	784-6809	784-6800
	Gagetown	68 rue Front Street		E5M 1A1	488-3513	488-3504
	Chipman	10 Civic Court, Unit 2		E4A 2H9	339-7035	339-7074
	St. Leonard +	649 rue Principale		E7E 2J4	423-3030	423-3009
FUNDY						
	Saint John Centre	15 King's Square North	5001	E2L 4L4	658-2500	658-3995
	St. Stephen Centre	Ganong Bldg., 73 Milltown Blvd.	5001	E3L 1G5	466-7378	466-7492
	Sussex Centre	90 Leonard Drive		E4E 2R3	432-2002	432-2122
	St. George	19 rue Main Street, Unit 1		E5C 3H9	755-4004	755-4091
	Grand Manan +	582 Rte. 776	1303	E5G 4M9	662-7020	662-7045
	Hampton	27 chemin Centennial Road, Unit 1		E5N 6N3	832-6003	832-6109
BEAUSEJOUR						
	Moncton Centre	Assomption Bldg., 770 rue Main Street	5001	E1C 8R3	856-2204	856-2987
	Hopewell Cape +	3936 Route 114		E4H 3J8	734-2395	734-3057
	Sackville	170 rue Main Street, Unit C2		E4L 4B4	364-4076	364-4097
	Shediac	342 rue Main Street, Unit 104		E4P 2E7	533-3330	533-3339
	Port Elgin +	41 rue East Main Street		E4M 2X8	538-2101	N/A
	Richibucto	Newstart Bldg., 9239 rue Main Street	5001	E4W 5R5	523-7610	523-7629
	Bouctouche	Prov. Bldg., 5 Irving Boulevard		E4S 3J3	743-7289	743-5511
CHALEUR						
	Campbellton Centre	City Centre Mall, 157 rue Water Street	5001	E3N 3H5	789-2300	789-1281
	Caraquet Centre	Place Caraquet, Local 16, 25 Boul St. Pierre Ouest		E1W 1B8	727-7013	727-7016
	Miramichi East	1780 rue Water Street, Suite 207, Miramichi, N.B. (Chatham)		E1N 1B6	778-6023	778-6197
	Miramichi West	360 Pleasant Street, Miramichi, N.B. (Newcastle)		E1V 1X3	627-4040	627-4509
	Doaktown	340 rue Main Street		E9C 1E3	365-2005	365-2044
	Bathurst Centre	161 rue Main Street	5001	E2A 3Z9	547-2077	547-7413
	Tracadie-Sheila	3368-3 rue Principal		E1X 1A4	394-3711	394-3713
	Shippagan	200B Blvd. J.D. Gauthier		E8S 1P2	336-3017	336-3072
	Dalhousie	410-3 William Street		E8C 2X4	684-7566	684-8778
	Kedgwick +	39 rue Notre Dame, Unit C		E8B 1H5	284-3400	284-3401
	St. Quentin +	249 rue Canada Street		E8A 1K2	235-6004	235-6042
	SNB TeleServices	**410-3 William Street, Dalhousie, N.B.**		**E8C 2X4**	**684-7901**	**684-7415**

+Offices with reduced schedules /ayant des heures réduites- Port Elgin (open/ouvert Wed.); Hopewell Cape (open/ouvert Tues. & W/M & M)); St. Leonard (open/ouvert M., Thurs., F./L, J & V); Grand Manan (open/ouvert M., Tue., Thurs. &F./L-M & J-V);McAdam (reduced daily hours); Kedgwick (open/ouvert M., W. & F./L.,M & V); St. Quentin (open\ouvert Tues., W. Thurs.& Fri/mardi, mecr, vend..)

Canada/New Brunswick
Business Service Centre

Centre de services aux entreprises
Canada/Nouveau-Brunswick

Telephone/Téléphone (506) 444-6140 or/ou 1-800-668-1010

Guiding you in the right direction
Easy access to relevant business information can contribute to the success of any business. Whether you are starting, expanding or operating a business, there are always questions. At the Business Service Centre, we can guide you in the right direction.

A Complete Source of Business Information
We are a full-service business information resource, accessible province-wide and free-of-charge. Our knowledgeable, bilingual staff will answer your questions and provide options to help you make informed decisions.

The Information You Need
When seeking business solutions, we are your best allies. We provide information on federal and provincial government programs, services, and regulations. We can guide you to resources to assist in the preparation of a business or marketing plan, direct you to market research material, provide supplier lists and even help out on Internet searches. All you have to do is ask!

Talk to us about:
- ⇨ Licensing requirements for businesses;
- ⇨ Financial assistance opportunities;
- ⇨ Profiles of potential domestic and export markets;
- ⇨ Locating hard-to-find products;
- ⇨ Franchises and home-based businesses;
- ⇨ Protecting your invention;
- ⇨ Any other business questions you may have.

The many resources of the Business Service Centre are at your disposal. Scan our comprehensive databases and publications or visit our Internet Site. Just ask - we are available to listen to your requests and help you find the information you need.

Pour vous mettre sur la bonne voie
L'accès à des renseignements commerciaux utiles peut contribuer au succès de n'importe quelle entreprise. Vous lancez, agrandissez ou gérez une entreprise? Les questions ne manquent pas! Au Centre de services aux entreprises, nous pouvons vous mettre sur la bonne voie.

Une source complète de renseignements
Nous pouvons vous fournir gratuitement de l'information dans tous les domaines d'affaires, peu importe où vous vous trouvez au Nouveau-Brunswick. Notre personnel bilingue et compétent peut répondre à vos questions et vous proposer des options pour vous aider à prendre des décisions éclairées.

Des renseignements utiles
En affaires, quand vous cherchez des solutions, nous sommes vos meilleurs alliés. Nous sommes en mesure de vous renseigner sur les programmes, services et règlements des gouvernements fédéral et provincial. Nous pouvons vous indiquer les ressources qui vous aideront à préparer un plan d'entreprise, de marketing ou une étude de marché. Nous pouvons aussi vous offrir des listes de fournisseurs et même vous aider à effectuer des recherches dans Internet. Vous n'avez qu'à le demander!

Consultez-nous sur :
- ⇨ les exigences relatives aux permis d'entreprise;
- ⇨ les possibilités d'aide financière;
- ⇨ le profil des marchés potentiels d'ici et d'ailleurs;
- ⇨ la façon de repérer des produits difficiles à trouver;
- ⇨ les franchises et les entreprises à domicile;
- ⇨ la protection de votre invention;
- ⇨ toute autre question concernant les affaires.

Le Centre de services aux entreprises met une foule de ressources à votre disposition. Consultez nos bases de données et nos publications détaillées, ou visitez notre site Internet. Nous sommes prêts à vous écouter et à vous aider à trouver les renseignements dont vous avez besoin.

570 Queen St.
Fredericton, NB
E3B 6Z6

Canada

Fax/Télécopieur : 506 444-6172
TTY/ATS: 506 444-6166 or/ou 1-800-887-6550
Info-FAX: 506 444-6169 or/ou 1-800-401-3201
Website/Site web: www.cbsc.org
E-mail/courriel: cbscnb@cbsc.ic.gc.ca

New Nouveau
Brunswick

570, rue Queen
Fredericton (N.B.)
E3B 6Z6

Connect NB Branché

NB Branché

Telephone/Téléphone: 506 444-4283 **Fax/Télécopier: 506 444-4058**

"The New Brunswick Community Access Network"

In the Beginning

In 1994-95 New Brunswick successfully piloted the first 6 Community Access Centres in Canada. These Centres demonstrated that providing access to informaiton technologies in an accessible community environment was an idea whose time has come. From this pilot evolved a national initaitive by Industry Canada called the Community Access Program (CAP). The Province particpated in the 1995-96 CAP initiative with the creation of 25 pilot Centres and then opted for a rapid roll-out model for New Brunswick.

The Journey

The journey began by the birth in August 1996 of Connect NB Branché as an agency to lead an initiative to create 200 Community Access Centres in rural New Brunswick. This Community Access rapid roll-out required a strong coordinating team of local Steering Committees working in concert with the provincial co-ordinating team of Connect NB Branché, NBTel and the Department of Education.

The Present

New Brunswick is acknowledged as the Canadian and possibly world leader in providing electronic Community Access to information technologies in rural communities

- 224 Community Access Centres
- 3,356 Training courses offered
- 340 students employed and trained
- 270,000+ participants
- 20,000 participants in training
- 450 SARS employed and trained

<<Le réseeau de l'accès communautaire du Nouveau-Brunswick>>

Au Commencement:

En 1994-1995, le Nouveau-Brunswick lançait les six premiers centres d'accès communautaire au Canada. Ces centres ont prouvé que le temps était venu de favoriser l'accès aux technologies de l'information dans un environnement communautaire accessible. Ces centres pilotes ont donné lieu à u n projet national entrepris par Industrie Canada : le Programme d'accès communautaire (PAC). Participant au projet PAC 1995-1996, le gouvernement provincial a d'abord créé 25 centres pilotes, pour ensuite opter pour un plan de dévélopement rapide pour le Nouveau-Brunswick.

Le parcours

Le parcours a débuté par la création de NB Branché au mois d'août 1996. Cette agence avait pour mandat de superviser un projet visant à créer 200 centres d'accès communautaire dans les régions rurales du Nouveau-Brunswick. Ce développement rapide centres d'accès communautaire nécessitait une solide équipe formée de comités de direction locaux qui trvaillerait de concert avec l'équipe de coordination provinciale de NB Branché, Tel et le ministère de l'Éducation.

Aujourd'hui

Le Nouveau-Brunswick est reconnu comme le leader au Canada, et peut-être au monde, en matière de réseaux électroniques d'accès communautaire aux technologies de l'information et aux possibiités dans les communautés rurales.

- 224 centres d'accés communautaire
- 3 356 cours de formation offerts
- 340 étudiants employés et formés
- Plus de 270 000 participants
- 20 000 participants aux cours de formation
- 450 BAS employés et formés

Starting or Expanding your Business?
Whether you are thinking of starting or expanding your business, the Regional Economic Development Commission is your first stop for information and assistance.

Contact us for:
Information
- planning your business venture
- business directories
- government services & regulations
- financial assistance programs
- business and management training programs
- regional profiles
- statistical information
- business & management training programs

Advice
- developing your business ideas
- assessing your financial requirements
- financial assistance for your venture
- preparing your business plan
- marketing your products and services

Assistance
- assessing information
- counselling services
- business and management training programs
- applying for financial assistance
- contacting government agencies

Call or drop by our office to find out more about how the Regional Economic Development Commission can help you start or expand your business.

What assistance is available to help you start or expand your business?
If you need financial for:
- working capital
- facilities
- marketing
- export
- training
- research
- quality improvements
- studies
- technological advancements
- machinery and equipment
- leasehold improvements
- trade activities
- hiring
- equity
- new product development
- productivity improvement
- planning

Ask about assistance that is available to meet your particular needs. Your Regional Economic Development Commission can advise you which government assistance programs are best suited to your business requirements.

Call us - we can help.

Regional Economic Development Commissions

Commissions de développement économique Régional

Démarrage ou expansion de votre entreprise?
Que vous songez à démarrer une entreprise ou à en élargir le champs d'activités, la Commission de développement économique régional est votre point de départ pour obtenir des renseignements et de l'aide.
Communiquez avec nous pour obtenir :
Des renseignements sur:
- La planification de votre entreprise commerciale
- les répertoires d'entreprises
- les services gouvernementaux et la règlementation
- les programmes d'aide financière
- les profils régionaux
- les renseignements statistiques
- les programmes de formation en affaires et en gestion

Des conseils sur :
- la mise en oeuvre de vos idées
- l'évaluation de vos besoins financiers
- l'aide financière pour votre entreprise
- la préparation de votre plan d'affaires
- la commercialisation de vos produits et services

De l'aide pour :
- avoir accès à l'information
- communiquer avec les organismes gouvernementaux
- obtenir des conseils professionnels
- suivre des programmes de formation en affaires et en gestion
- demander de l'aide financière

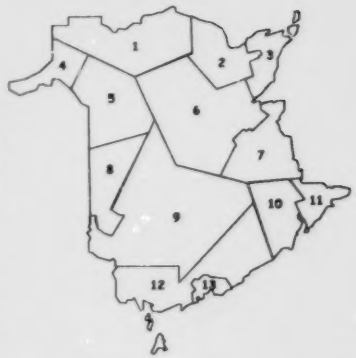
Appelez-nous ou visitez un de nos bureaux pour en savoir davantage sur la façon dont la Commission de développement économique régional peut vous aider à démarrer votre entreprise ou à lui donner de l'expansion.

Comment peut-on vous aider à démarrer ou à élargir le champs d'activité de votre entreprise?
- un fonds de roulement
- les installations
- la commercialisation
- l'exportation
- la formation
- la recherche
- l'amélioration de la qualité
- les études
- les progrès technologiques
- d'équipment et l'outillage
- les améliorations locatives
- les activités commerciales
- l'embauche de personnel
- des capitaux propres
- le développement de nouveaux produits
- l'amélioration de la productivité
- la planification

Informez-vous sur l'aide disponible pour combler vos besoins particuliers. Votre Commission de développement économique régional peut vous conseiller sur les programmes gouvernementaux qui conviennent le mieux aux besoins de votre entreprise.

Communiquez avec nous - nous pouvons vous aider.

1. Restigouche	(506)	789-4939
2. Chaleur	(506)	547-7445
3. Péninsule/Peninsula	(506)	395-2261
4. Nord-Ouest/Northwest	(506)	735-4769
5. Grand-Sault/Grand Falls	(506)	475-4330
6. Miramichi	(506)	622-7890
7. Kent	(506)	743-7337
8. Carleton	(506)	325-4488
9. Fredericton	(506)	444-4686
10. Moncton	(506)	858-9550
11. Sud-est/South East	(506)	533-3390
12. Fundy	(506)	529-5518
13. Saint John	(506)	658-2877



Commission	Area
CARLETON REGIONAL DEVELOPMENT COMMISSION INC. 114 Queen St., Unit 101 Woodstock, NB E7M 2M9 Tel: 325-4488 Fax: 325-4489 Email: crdc@nbnet.nb.ca Web Site: http://carletonredc.com	Carleton County; Canterbury PAR; Canterbury VL; Meductic VL
CHALEUR REGIONAL DEVELOPMENT COMMISSION INC. **COMMISSION DE DÉVELOPPEMENT RÉGIONAL CHALEUR INC.** 275 Main St., Suite 212A, Bathurst, NB, E2A 1A9 275, rue Main, Pièce 212A, Bathurst, N.-B., E2A 1A9 Tel/Télé: 547-7445 Fax/Téléc: 548-8271 Email/Courriel: Blevesque@chaleur.redc.nb/ca	Durham PAR; Belledune VL; Allardville PAR; Bathurst C; Bathurst PAR; Beresford PAR; Beresford T; Nigadoo VL; Pabineau 11R; Petit Rocher VL; New Bandon PAR (part); Pointe-Verte VL
FUNDY REGION DEVELOPMENT COMMISSION 49 King St., Unit 1 St. Andrews, NB E5B 1X6 Tel: 529-5518 or 1-888-377-1888 Fax: 529-5261 e-mail: frdc@nbnet.nb.ca	Charlotte Co.; Kings Co.; St John Co.;
COMMISSION INDUSTRIELLE DE LA RÉGION DE GRAND-SAULT **GRAND FALLS REGION DEVELOPMENT COMMISSION INC.** C.P. 2754, 551, rue Main, Pièce 200, Grand-Sault, N.-B., E3Z 2W4 P.O. Box 2754, 551 Main St., Suite 200, Grand Falls, NB, E3Z 2W4 Télé/Tel: 475-4330 Téléc/Fax: 475-4336 Site Web Site: www.gfrdc.redc.nb.ca	Victoria County; Notre Dame-de-Lourdes PAR; Saint André PAR.; Saint-Léonard PAR; Sainte-Anne; Sainte-Anne de Madawaska VL; Saint-Andreé VL; Saint-Léonard T
GREATER FREDERICTON ECONOMIC DEVELOPMENT CORPORATION **CORPORATION DE DÉVELOPPEMENT ÉCONOMIQUE DU GRAND FREDERICTON** 570 Queen St., Barker House, Fredericton, NB, E3B 6Z6 570, rue Queen, Barker House, Fredericton, N.-B., E3B 6Z6 Tel/Télé: 444-4686 or/ou 1-800-200-1180 Fax/Téléc 444-4649	Queens County; Sunbury County; York County; Canterbury PAT; Canterbury VL; Meductic VL
GREATER MONCTON ECONOMIC COMMISSION INC. **COMMISSION ÉCONOMIQUE DU GRAND MONCTON INC.** 910 Main St., Suite 101, Moncton, NB, E1C 1G6 910, rue Main, Suite 101, Moncton, N.-B., E1C 1G6 Tel/Télé: 858-9550 or/ou 1-888-577-0000 Fax/Téléc 859-7791 Internet: www.gmec.nb.ca	Albert County; Town of Dieppe, City of Moncton, Town of Riverview, Salisbury VL, Petitcodiac VL, Havelock VL
GREATER SAINT JOHN ECONOMIC DEVELOPMENT COMMISSION INC Enterprise Saint John Business Resource Centre 40 King St., Saint John, NB E2L 1G3 Tel: 658-2877 or 1-800-561-2877 Fax: 658-2872 e mail: info@enterprisesj.nb.ca Web Site: www.enterprisesj.nb.ca	City of Saint John; Town of Quispamsis; Town of Rothesay; Town of Grand Bay-Westfield.
COMMISSION ÉCONOMIQUE DE KENT INC. **KENT ECONOMIC COMMISSION INC.** C.P. 490, 59, boul. Irving, Bouctouche, NB, E0A 1G0 P.O. Box 490, 59 Irving Blvd., Bouctouche, NB, E0A 1G0 Télé/Tel : 743-7337 Téléc/Fax: 743-7342 Site Web Site: http://www.kec.nb.ca	Kent County; Hardwicke PAR; Rogersville PAR; Rogersville VL

Commission				Area
MIRAMICHI REGION DEVELOPMENT CORPORATION INC. 158 Wellington St., Suite 201 Miramichi, NB E1N 1L9		Tel: Fax: e-mail: Web Site:	622-7890 622-2160 dblack@mrdc.redc.nb.ca http://mibc.nb.ca/mrdc	All of Northumberland County with the exception of the parishes of Alnwick and Rogersville.
COMMISSION INDUSTRIELLE DU NORD-OUEST INC. **NORTHWEST INDUSTRIAL COMMISSION INC.** C.P. 490 121, rue de l'Église Assomption Carrefour Edmundston, N.-B. E3V 3L2	P.O. Box 121 Church St. Assomption Carrefour Edmundston, NB E3V 3L2	Télé/Tel: Téléc/Fax:	735-4769 739-7486	Madawaska County; Notre-Dame-de-Lourdes PAR; Saint-André PAR; Saint-Léonard PAR; Sainte-Anne; Sainte-Anne-de-Madawaska VL; Saint-André VL; Saint-Léonard T
COMMISSION D'EXPANSION ÉCONOMIQUE DE LA PÉNINSULE INC. **ECONOMIC EXPANSION COMMISSION OF THE PENINSULA INC.** C.P. 3666 Succursale Bureau chef 439, rue Du Moulin Tracadie-Sheila, N.-B. E1X 1G5	P.O. Box 3666 Main Station 439 Du Moulin St. Tracadie-Sheila, NB E1X 1G5	Tel/Télé: Fax/Téléc: Courrier/e-mail:	395-2261 395-5672 sadcceep@nbnet.nb.ca	Alnwick PAR; Bas-Caraquet VL; Bertrand VL; Caraquet T; Caraquet PAR; Inkerman PAR; Grande-Anse VL; Lamèque VL; LeGoulet VL; Maisonnette VL; Néguac VL; New Brandon PAR; Paquetville VL, Paquetville PAR; Saint-Léolin VL; Sainte-Marie-St-Raphaël VL; Saint-Isidore VL; Saint-Isidore PAR; Saumarez PAR; Shippagan VL; Shippagan PAR; Tracadie-Sheila VL Village of Négu Tabusintac
RESTIGOUCHE REGIONAL ECONOMIC DEVELOPMENT COMMISSION INC. **COMMISSION DE DÉVELOPPEMENT ÉCONOMIQUE RÉGIONAL RESTIGOUCHE INC.** Restigouche Business Centre P.O. Box 825 113 Roseberry St., Suite 304 Campbellton, NB E3N 3H3	Centre d'affaires Restigouche C.P. 825 113, rue Roseberry, Pièce 304 Campbellton, NB E3N 3H3	Tel/Tél: Fax/Téléc: E mail/courriel: Site Web Site:	789-4939 789-4933 info@restigouche.redc.nb.ca www.restigouchecommission.com	Restigouche County, except Durham PAR (Saint Quentin to Charlo)
COMMISSION ÉCONOMIQUE DU SUD-EST INC. **SOUTH EAST ECONOMIC COMMISSION INC.** 11a, rue Hamilton Shediac, N-B E4P 1W1	11a Hamilton St. Shediac, NB E4P 1W1	Télé/Tel: Téléc/Fax: Site Web Site:	533-3390 533-3393 www.seec.nb.ca	Beaubassin East RC; Botsford PAR; Cap-Péle VL; Cap Péle PAR; Dorchester PAR; Dorchester VL; Fort Folly 1R; Memramcook VL; Fort Elgin VL; Sackville PAR; Sackville T; Shediac T; Shediac PAR; Shediac PAR; Shediac T; Westmorland

Service New Brunswick
Services Nouveau-Brunswick

English/Français 1-888-762-8600 Out of province/Extérieur de la province **506 684-7901**

Service New Brunswick
"For more than 100 reasons"

Service New Brunswick (SNB) is a corporation owned by the Province of New Brunswick with a mission to making government services more available to citizens and to be stewards for authoritative information

1. It assesses all land, buildings and improvements in the province and operates the property assessment and taxation system jointly with the Department of Finance;

2. It operates three registries:
   - New Brunswick's real and personal property registries, from which land and personal property information services are provided to the public;
   - the corporate registry: maintains publicly available, up-to-date information on business and non-profit corporations

3. It provides a gateway for the public to more than 100 government services and operates the Government call centre (SNB TeleServices) which offers more than 15 services by phone 1-888-762-8600

4. It maintains the province's survey control network and topographic mapping system.

SNB provides services electronically and through a network of service centres located throughout the Province. Over three million transactions a year are processed and the call centre fields close to 250,000 calls each year.

Services Nouveau-Brunswick
"100 bonnes raisons... et plus!"

Services Nouveau-Brunswick (SNB) est une société du gouvernement provincial ayant pour mandat de rendre les services gouvernementaux plus accesibles aux citoyens et de gérer les renseignements qui font autorité.

1. Il évalue chaque bâtiment, terre et terrain de la province et leurs améliorations, et, conjointement avec le ministère des Finances, il gère le système d'évaluation et d'imposition foncières;

2. Il gère trois réseaux d'enregistrement :
   - biens réels et personnels : à partir desquels SNB offre à la population des services d'information
   - enregistrement des entreprises : information publique et à jour sur les entreprises et sociétés sans but lucratif

3. Il offre à la population un point d'entrée à plus de 100 services du gouvernement, et gère le centre téléphonique du gouvernement (TéléServices de SNB) qui offre plus d'une quinzaine de services 1-888-762-8600

4. Il voit au maintien du réseau géodésique et du système de cartographie topographique de la province.

SNB dessert la population par voie électronique et par l'entremise d'un réseau de centres de services couvrant toute la province. SNB traite plus de trois millions de transactions par année, et son centre téléphonique reçoit près de 250 000 appels par année.

Government information and forms, vehicle registration renewals, and address changes are available toll-free through SNB TeleServices about 75 hours a week, including evenings and Saturdays.

SNB's web site now offers on-line services such as Motor Vehicle Registration renewals, government forms, drivers' abstracts and land information. More online services will be added. www.snb.ca

Service New Brunswick's customers are:

- The general public of New Brunswick (property and vehicle owners, drivers, people wanting a licence or permit, a birth certificate or a hunting and fishing licence)
- Lawyers, financial institutions, surveyors, engineers and planning consultants, utilities
- Municipalities (the corporation assesses real property on behalf of the municipalities and accepts payments of municipal services on their behalf)
- Provincial and federal governments (services are offered on behalf of provincial government departments and the Federal government; geographic information databases are made available to government agencies)
- Other jurisdictions (there is significant national and international interest in the corporation's ability to influence policy and bring about innovations in infrastructure and service delivery)

SNB was first established in 1990 under the name of the New Brunswick Geographic Information Corporation (NBGIC). The Corporation changed its name in 1996 when it added the gateway for delivery of basic government services to its business acumen.

SNB is dedicated to customer service, customer consultation and customer satisfaction.

Il est possible de communiquer sans frais avec les TéléServices de SNB quelque 75 heures par semaine, ce qui comprend les soirs et le samedi, pour obtenir des renseignements et des formulaires du gouvernement, renouveler l'immatriculation d'une voiture et changer d'adresse.

Le site web de SNB offre maintenant des services en ligne : renouvellement de l'immatriculation des véhicules, formulaires du gouvernement, résumé analytique d'assurance, information géographique. D'autres services en ligne seront ajoutés. www.snb.ca

Les clients de Services Nouveau-Brunswick :

- Des Néo-Brunswickois (propriétaires de biens et de véhicules, conducteurs, personnes voulant une licence ou un permis, un certificat de naissance, ou un permis de pêche ou de chasse);
- Des avocats, établissements financiers, arpenteurs, ingénieurs, conseillers en planification et services publics;
- Des municipalités (la corporation évalue les biens fonciers au nom des municipalités; SNB accepte aussi les paiements de services municipaux en leur nom)
- Des gouvernements provincial et fédéral (SNB offre des services pour le compte de ministères provinciaux et du gouvernement fédéral; les organismes gouvernementaux ont accès à des bases de données d'information géographique)
- D'autres autorités (il existe un important intérêt national et international relativement à la capacité de la corporation d'influencer les politiques et d'apporter des innovations dans les infrastructures et dans la prestation de services).

SNB a été fondé en 1990 sous le nom de Corporation d'information géographique du Nouveau-Brunswick (CIGNB). Le changement de nom est survenu en 1996, quand la Corporation est devenue le point d'entrée pour la prestation de services de base du gouvernement.

Le service à la clientèle, la consultation et la satisfaction du client sont les pierres angulaires de SNB.

SERVICE NEW BRUNSWICK/SERVICES NOUVEAU-BRUNSWICK
FIELD OFFICE DIRECTORY/RÉPERTOIRE DES BUREAUX EXTERIEURES

August 25 2000

TELESERVICES TOLL FREE/APPELEZ SANS FRAIS # 1-888-762-8600 (NB CALLS ONLY/SEUL).

	OFFICE/BUREAU	LOCATION/ENDROIT	P.O. C.P.	POSTAL(E) CODE	TEL/TÉLÉ	FAX/TÉLÉC
VALLEY						
	Edmundston Centre	Carrefour Assomption, 121 rue d'Eglise	5001	E3V 3L3	735-2085	735-2086
	Grand Falls Center	Municipal Bldg., 131 rue Pleasant Street	5001	E3Z 1G1	473-7708	473-7709
	Woodstock Centre	Bi-Centennial Place, 200 rue King Street,	5001	E7M 5C6	325-4476	325-4482
	Fredericton	432 rue Queen Street	1998	E3B 5G4	453-2834	444-4253
	Dealer Office	845 rue Prospect Street (INTER OFFICE MAIL)	1998	E3B 5G4	444-4140	444-4891
	Burton	Court House,23 Route 102 Hwy, (Oromocto, N.B.)	80	E2V 2G4	357-4083	357-4090
	Perth-Andover	1135 boul. West Riverside Drive		E7H 5G5	273-4718	273-4699
	Plaster Rock	135 rue Main Street		E7G 2H2	356-6002	356-6008
	Bristol	4728 chemin Juniper Road- Unit 1		E7L 2W9	392-5108	392-5084
	McAdam +	146 chemin Saunders Road		E6J 1L2	784-6809	784-6800
	Gagetown	68 rue Front Street		E5M 1A1	488-3513	488-3504
	Chipman	10 Civic Court, Unit 2		E4A 2H9	339-7035	339-7074
	St. Leonard +	649 rue Principale		E7E 2J4	423-3030	423-3009
FUNDY						
	Saint John Centre	15 King's Square North	5001	E2L 4L4	658-2500	658-3995
	St. Stephen Centre	Ganong Bldg., 73 Milltown Blvd.	5001	E3L 1G5	466-7378	466-7492
	Sussex Centre	90 Leonard Drive		E4E 2R3	432-2002	432-2122
	St. George	19 rue Main Street, Unit 1		E5C 3H9	755-4004	755-4091
	Grand Manan +	582 Rte. 776	1303	E5G 4M9	662-7020	662-7045
	Hampton	27 chemin Centennial Road, Unit 1		E5N 6N3	832-6003	832-6109
BEAUSEJOUR						
	Moncton Centre	Assomption Bldg., 770 rue Main Street	5001	E1C 8R3	856-2204	856-2987
	Hopewell Cape +	3936 Route 114		E4H 3J8	734-2395	734-3057
	Sackville	170 rue Main Street, Unit C2		E4L 4B4	364-4076	364-4097
	Shediac	342 rue Main Street, Unit 104		E4P 2E7	533-3330	533-3339
	Port Elgin +	41 rue East Main Street		E4M 2X8	538-2101	N/A
	Richibucto	Newstart Bldg., 9239 rue Main Street	5001	E4W 5R5	523-7610	523-7629
	Bouctouche	Prov. Bldg., 5 Irving Boulevard		E4S 3J3	743-7289	743-5511
CHALEUR						
	Campbellton Centre	City Centre Mall, 157 rue Water Street	5001	E3N 3H5	789-2300	789-1281
	Caraquet Centre	Place Caraquet, Local 16, 25 Boul St. Pierre Ouest		E1W 1B8	727-7013	727-7016
	Miramichi East	1780 rue Water Street, Suite 207, Miramichi, N.B. (Chatham)		E1N 1B6	778-6023	778-6197
	Miramichi West	360 Pleasant Street, Miramichi, N.B. (Newcastle)		E1V 1X3	627-4040	627-4509
	Doaktown	340 rue Main Street		E9C 1E3	365-2005	365-2044
	Bathurst Centre	161 rue Main Street	5001	E2A 3Z9	547-2077	547-7413
	Tracadie-Sheila	3368-3 rue Principal		E1X 1A4	394-3711	394-3713
	Shippagan	200B Blvd. J.D. Gauthier		E8S 1P2	336-3017	336-3072
	Dalhousie	410-3 William Street		E8C 2X4	684-7566	684-8778
	Kedgwick +	39 rue Notre Dame, Unit C		E8B 1H5	284-3400	284-3401
	St. Quentin +	249 rue Canada Street		E8A 1K2	235-6004	235-6042
	SNB TeleServices	**410-3 William Street, Dalhousie, N.B.**		**E8C 2X4**	**684-7901**	**684-7415**

+Offices with reduced schedules /ayant des heures réduites- Port Elgin (open/ouvert Wed.); Hopewell Cape (open/ouvert Tues. & W/M & M)); St. Leonard (open/ouvert M., Thurs., F./L, J & V); Grand Manan (open/ouvert M., Tue., Thurs. &F./L-M & J-V);McAdam (reduced daily hours); Kedgwick (open/ouvert M., W. & F./L.,M & V); St. Quentin (open\ouvert Tues., W. Thurs.& Fri/mardi, mecr, vend..)

New Nouveau Brunswick

SECTION A

Video Cassettes
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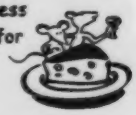
WORKING WITH ASSERTIVENESS (2 vol)

Ronnie Fritchie - Increase your personal effectiveness and feel happier about yourself by using this video for you and your company to discover how:



100a Assertiveness Benefits You (19 min)

Be happy with your behaviour - less aggressive or less passive - feel good about yourself - encourage positive feelings from others.

100b Assertiveness Benefits your Organziation (24 min)

Develop a confident and efficient workforce -help people to work together - encourage more flexibility - help avoid crisis. Learn to say the RIGHT thing, in the RIGHT way at the RIGHT time.

ASSERTIVENESS TRAINING (2 vol)

Helga Rhode will help you learn where self-respect, honesty and self-control fit into assertive behaviour. You'll improve your relationships and teach others how to treat you, and understand where your responsibility for others begins and ends.

101a Express your Feelings with tact and Skill

(77 min)

Learn: five guidelines to define your personal boundaries; how to build the two cornerstones of assertiveness in your life; the six fundamental rights every person has (but is afraid to use).

101b Make an impact with all kinds of people

(108 min)

Learn: three techniques to reinforce your new assertiveness; the Principle of Escalation; how to get people to listen; how to confront people when they cross your boundaries.

102 FROM "NO" TO "YES" (27 min)

"The Constructive Route to Agreement"

This video shows how to make a point without being aggressive, how to disagree without rubbing people the wrong way, and how to get your suggestions across so that everyone thinks it was their idea.

103 ASSERTIVE COMMUNICATION SKILLS

a'- d For PROFESSIONALS (4 vol - 3 hrs.31 min)

How to combine strength with sensitivity to get more of what you want. Ever notice the way assertive people can be honest and forthright - and still respect the feelings of others? Their skills and style earn them respect and cooperation at every level. Learn to handle your communication challenges with confidence, openness and competence.

Some of what you'll learn:

Self-test: Are you assertive? - Understanding the four communication styles - Roadblocks to assertiveness - Five "must-ask" Questions to defuse tensions in a conflict - Simple exercises to help calm yourself - The most effective way to ask for what you want - Assertive confrontation.... how to deal with issues instead of emotions

..and much, much more!

104 WORKING WITH ASSERTIVENESS (30 min)

This is 100a and b on one tape rather than two.

105 TAKING RESPONSIBILITY FOR YOUR CHOICES (2 vol)

a - b ***It is not what happens to you*** - it's what you do about it. In 1971, W. Mitchell survived a motorcycle accident that left him with burns covering 65% of his body. Today, Mitchell is a successful businessman and pilot, has served as mayor of Crested Butte, CO and has run for Congress.

Where did Mitchell find the strength to realize his dreams? You will find the answers as you watch ***Taking Responsibility for Your Choices***, quite likely one of the most uplifting, motivating and inspiring video programs you will ever come across. Have you ever thought - ***why me?*** ... That you get hit with more than your fair share of bad luck? Don't know where to start? With humour and compassion, W. Mitchell will teach you to believe in yourself and your abilities, and show you how determination, faith and perseverance can help you get up and over the obstacles in your life.

New in 1998

106 HOW TO BE A WINNER (1 vol - 67 min)

Zig Ziglar provides you with a 10-step formula that gives you the do's and don'ts of stop achievement. By following this formula, you will enjoy greater success. He is a master motivator and he will teach you what winning really means.

Also check

1290 Beyond Secretary and Sections on:

Communication; Change; Management

305 ***A BALANCING ACT*** (24 min.)
Through first-hand accounts of working women and men, this film offers a look at the positive impact of structural change in the workplace. From flex time to satellite offices, from job sharing to telecommuting,, these changes are designed to help working people, especially parents, strike a healthier balance between family life and work, and to increase job performance and productivity.

THE JENNIFER JAMES SERIES (2 vol.)

With the realization that change is perhaps the only constant, many organizations are finding it advantageous to try to make the quickness of change easier for their members to deal with. Jennifer James, PhD, cultural anthropologist, columnist, noted author and one of the most sought after speakers on the business and education circuit today. In the following videos, Dr. James gives you the tools to manage and understand the magnitude of the changes occurring in our increasingly chaotic world.

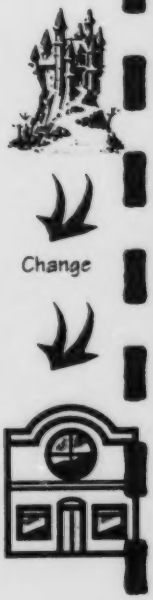
306 ***WINDOWS OF CHANGE*** (25 min)
Using humour, metaphors and anthropological examples, she explores natural responses to change - fear, resistance, denial - and helps you overcome negative patterns of behaviour. Discover how to be flexible and create strategies for accepting the new and different. Dr. James' "Window" analogy demonstrates the different phases of transformation: incremental change, by exception, pendulum swings and paradigm shifts. See how differently people react to change.

307 ***SURVIVAL SKILLS FOR THE FUTURE***
(1 vol.- 22 min) Dr. Jennifer James
Learn the skills you and your organization need to survive. Her witty approach incorporates cultural metaphors and anecdotes to illustrate essential points. Learn how to scout the terrain; imagine other possibilities; check your visions; be patient with transition; and have a commitment to the future. Also learn how to use perspective, energy and safety to think one step ahead - to use distinctly different ways of thinking in order to solve old problems.

MASTERING CHANGE (2 vol) - Mark Sanborn

308a ***Managing Your Future in an Age of Uncertainly*** - (72 min)
How to become "change-skilled" - Downsizing - right-sizing - start-ups - spin-offs - layoffs - automation - computerization - diversity - self-managed teams - recession retraining - telecommuting. Lifelong job security is a thing of the past. Invisible forces shift the playing field from day to day. Your job description could change overnight. Could you? This video is inspirational and motivational. It gives you lasting, one-one-one, hard-skills training that will serve you well for the rest of your career.

308b ***Management and Leadership Skills for Turbulent Times*** - (62 min)
Change is in the air. It is your job to lead your people in new directions but your old maps just do not cover the new territory. Obtain the roadmap to help you lead your team through today's shifting landscape. The fundamental process of organizational change: what you expect and how to prepare for it..
Planning change: how to gather information and strike the delicate balance between hands-on decision making and team participation
The four *C*s for managing change: how to overcome resistance, build support and reward your team. .

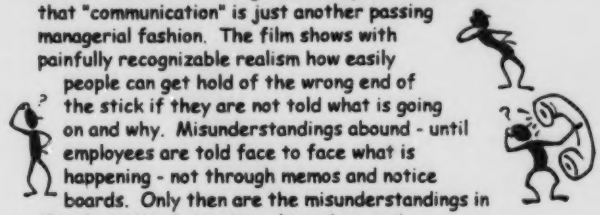


Also check

1532f -Creating Effective Organizations
1532h -Implementing Change
1532i - Ensuring the Future
1538c -Managing Change

550 THE GRAPEVINE (27 min)

For all executives, managers and supervisors who think that "communication" is just another passing managerial fashion. The film shows with painfully recognizable realism how easily people can get hold of the wrong end of the stick if they are not told what is going on and why. Misunderstandings abound - until employees are told face to face what is happening - not through memos and notice boards. Only then are the misunderstandings in this dramatized situation cleared up; and management finds there is another side to communication when they get from their employees' information they could never have found out for themselves.



600 MAKING IT WORK (20 min)

In a humorous, fast-paced manner this video looks at employer-employee expectations, mentoring, recognizing skills, and the importance of maintaining a positive attitude.

650 WHEN YOU HAVE TO GET UP TO SPEAK (22 min)

In the business world, every member of your organization must be able to express new ideas, exchange information, and hold or participate in important meetings. All these activities call for a supervisory and management team that is able to communicate effectively. "When you have to get up to speak" give viewers that ability and shows them how to develop self-confidence - the key ingredient of a successful speech. It will show them how to alleviate the fear of public speaking and how to give dynamic presentations.

660 BE PREPARED TO SPEAK (27 min)

The Step-by-Step Video Guide to Public Speaking. Learn how to: brainstorm and research the content of your speech; target your speech to your audience; organize your speech into a simple 3-part structure; make gestures, voice modulation, eye contact, and pauses natural components of your speaking style; use vivid language, stories, and quotes to make your speech come alive; calm the butterflies and move onto the more important business of informing and inspiring your audience; leave your audience with a powerful and lasting impression.

CONFIDENT PUBLIC SPEAKING (2 vol)- Roko Paskov

Effective public speaking skills are essential if you want to get ahead. Whether you speak to large or small groups, you'll benefit from the skills and ideas presented in this program. Learn how to project more confidence and savvy in your public speaking. This two-part program will help you make presentations that win approval from your audience.

700a Vol I (87 min)

Learn: the most important thing you can do to overcome your fear of public speaking; specific relaxation exercises you can do to beat your pre-speech jitters; seven ways to find compelling stories to spice up your presentations; props - when and how to use them - and when to avoid them.; the only time you should memorize your speech; how to use humour to engage your audience; specific tips to improve your impromptu and extemporaneous speaking; and many more ways to overcome fears and plan successful presentations.

700b Vol II (93 min)

Learn: three ways to "exercise" your voice so you project more confidence and credibility; your greatest visual aid - how to use body language (gestures, motions) to keep your audience attentive; specific facial expressions that help you gain your audience's approval; handling question and answer sessions effectively; how to maintain a positive attitude; how to deal with hecklers and know-it-alls; and a few tips on dressing to increase your credibility.

HOW TO PRESENT A PROFESSIONAL IMAGE (Women) (2 vols)

Using the strategies and guides in this program, your people will shape their image to say exactly what they want it to say. They will build a professional image that people notice, respect and respond to. This videos covers the essential self-image issues... Dressing techniques that build (or sabotage) credibility ... How to keep cool in conflicts and crisis ... And how to gain visibility to increase responsibility.

701a Building your professional images takes more than dressing for success. (92 min)

- How to deal with self-image problems that may be holding you back.
- Visualization: How to see yourself as a more powerful, competent professional.
- The essential ingredients of a successful image.
- How to avoid credibility-robbing hair styles and fashion fads.
- How to be seen as a "winner" by your boss and your peers.
- How to win the "unconditional" support you need to succeed.
- The secret to projecting a steady, confident image.

701b Build a confident, professional image - from the inside out. (86 min)

- How to get your point across with tact and skill.
- Keeping your composure in stressful situations.
- How to turn a mistake you have made into a professional boost,
- Ways to project authority at meeting and presentations.
- How to combat other people's intimidation and pressure tactics.
- How to respond effectively when you are being ignored.
- The only time you should say "I am sorry".
- How to be more visible to people with clout.

(Continued on page 4)

(Continued from page 3)

- How to respond to criticism.
- Make a great first impression - and make it last.

NEGOTIATE LIKE THE PROS (4 vol)

Presenter John Patrick Dolar, a superb speaker, expert negotiator and successful trial lawyer. He brings negotiating skills to life - you will understand what it is like to be on *both* sides of the bargaining table.

702a Basic Negotiating Strategies & Tactics (93 min)

- What to know before you deal
- How to avoid fights and find solutions
- The #1 reason negotiations break down
- How to be fair, flexible-and tough when youneed to be
- How to counteract pressure tactics, such as, intimidation, manipulation, bluffing and deadlines.
- The three crucial steps to pre-negotiation
- How to master the "Wince", "Nibbling" and other basic negotiation tactics
- Eleven fatal mistakes of amateur negotiators

702b Negotiating in the Real World (64 min)

- How to determine your own bottom line
- Why you should listen first, then talk
- How to break an impasse
- How to listen and communicate better
- How to be convincing without being intimidating
- Why questions are your best negotiating tool
- How to keep from being pinned to the wall by someone in a stronger position
- How to use silence as a powerful negotiating tool
- What to do if the other side gets angry or emotional

702c Tough situations with no easy answers

Here's some of what you'll learn . . .

- The # I reason negotiations break down and how to prevent It
- When arbitration is a good idea, and how to manage it effectively
- How to negotiate a strong deal from a weak" position
- A telltale sign that someone's ready to make a deal
- How to negotiate for a "mutual benefit"
- Ways to deal with the minor issues that can kill major deals
- How to handle intimidators and defuse their power plays
- The "up-front commitment" technique, and how it can help you improve your chances to reach an agreement
- What to do immediately when panic sets in

702d Vol. IV - Getting what you want

Here's some of what you ll learn . . .

- Ways to make your brainstorming sessions even more productive
- Dealing with emotional outbursts at the bargaining table - without giving in
- 6 ways to overcome an impasse
- How to drive home a point without driving away your opponent
- Avoiding the 13 mistakes amateur negotiators make
- When "final positions" are not final
- Why (and how) to never underestimate or over-estimate your opponent
- Defending yourself when dealing with a dishonest negotiator
- How to know when you should take a break during a negotiation

704 10 BASICS OF BUSINESS ETIQUETTE

(22 min.)

It is easier to be a valuable team player when you know the rules of the game. A knowledge of professional etiquette can be a critical edge in today's competitive business environment. This popular video covers business interaction and situations both inside and outside of the office. This includes everything from properly introducing your boss and a client to properly tipping your bellboy.

New in 1998

705 GUIDE TO EVERYDAY NEGOTIATING

(1 video - 60 min) by Roger Dawson

Whether you want to buy or sell something, resolve a person problem, or even request a raise, you can learn the secrets to successful negotiating in this practical guide.

BUSINESS WRITING SKILLS (2 vol)

Learn why "less is best" in today's business writing. Organize your writing to get to the point quickly. Maintain your reader's interest, even on "boring" subjects. Basic, tried-and-true skills are presented to make your writing both accurate and appealing. Learn of phrases people use that turn off readers (and how to avoid them), easy ways to express your creativity, simple techniques to grab (and keep) your reader's attention and more.

750a How to get your ideas read and acted on

(89 min)

Getting started: six questions to ask before you begin; tips for transforming long, laborious writing into short, simple sentences; five ways to break through writer's block; when it's actually good to hedge in your writing; shortcuts to help "speed up" your writing.

750b How to add clarity and style ot your writing (76 min)

Editing Checklist: 20 ideas you'll use every time you write; seven secrets for adding visual appeal to your writing; how to structure a strong opening and closing; formal vs. informal writing; which is better, when; the art of writing complimentary closings.

HOW TO LISTEN POWERFULLY (2 vol.)

How to Listen Powerfully teaches specific techniques to sharpen your concentration and hear more of what people are saying. It will help you and your team to avoid mistakes, minimize wasted time and repair strained relationships.

751a Communicate more clearly, improve memory, more organized, and reliable. (76 min),

- The critical difference between hearing and listening.
- How you as a listener can take charge of a

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conversation.

- How your emotions affect what you hear.
- The tell-tale signs of a biased listener.
- How to know when you are talking too much.
- The top four responsibilities of a listener.
- Ways to listen objectively when you do not likewhat you are hearing.
- How to "decode" a hidden message and reveal the truth.

751b Be more effective in conflicts, in meetings, giving or getting instructions, negotiate or make agreements. (86 min)

- When and how to take notes to help you remember more.
- Five steps for staying calm when someone is angry.
- How to deal with distractions during a conversation.
- The key to listening with an open mind.
- When you should ask questions (and when you should remain silent)
- Paraphrasing: How to summarize a conversation to ensure you have heard it right.
- How to listen for unspoken feelings or intentions.
- A proven way to make others want to listen.

SPEED READING (2 vol)

Reading doesn't have to be a chore! Think about that the next time you're slogging through a 50-page report ... or trying to crank through a jam-packed in-box ... or wading into a pile of unread magazines and trade journals. With the surprisingly simple techniques in this video program (and a little practice) you can burn through your daily reading in a faction of the time. PLUS, you'll get specific tips on reading newspapers, business mail and "just for fun". And you'll learn how to keep your skills sharp for life.

752a Vol. I

- What naturally fast readers do and DON'T do.
- How to overcome the six most common reading problems.
- The "mechanics" of speed reading plus practice drills that make higher reading speeds seem "normal".

752b Vol. II

- Advanced methods that help you read entire pages in only a few seconds.
- Practice drills that push your reading skills to the limit.
- The "AAIRRR" formula for concentration.
- Advanced systems for taking notes, enhancing memory and dealing with difficult materials.

POWERFUL PRESENTATION SKILLS

(3 Vol. - 2 hrs. 30 min)

How to get a group's attention, hold people's interest and persuade them to act. If you are like most of us, the "public speaking" you do isn't before huge crowds of strangers. More than likely, most of your "dog and pony" shows are at team meetings, project committees, brainstorming sessions, training classes and sales presentations. Yet every one of these situations can make or break your credibility.

753a For Real People and Real Situations (68 min)
753b Speak with Confidence and Make an Impact (86 min)
753c Shine in Front of your Audience (39 min)

- How do you hold up when the spotlight is on you?
- Can you think fast on your feet?
- Do listeners respect you?
- Can you persuade people to think your way?

You will discover proven ways to: increase your visibility and clout boost your confidence and poise ..and get people solidly behind you. You will learn effective ways to practice your presentations, how to control nervousness, and techniques that will help you project the self-assurance you need to put an audience in the palm of your hand.

Some of what you will learn:

- The difference between "speaking" and "presenting" -- and why it is important
- Four objectives every presentation must meet
- The principles of persuasion: how to get people to act on what you tell them
- How to capture your listeners' attention in the first 15 seconds
- Five deadly sins that turn off listeners instantly - and how to avoid them
- How to use a powerful close to achieve audience commitment
- Presentation anxiety: how to channel fear so it actually works in your favour
- The six commandments for creating effective visuals
- How to choose words that hit the hot buttons you want
- Capitalizing on your most powerful visual: YOU
- Mastering the difficult disruptions: show-offs, ramblers, tc
- Should you tape yourself while practising? When it is smart and when it is not
- Reading, memorizing, extemporizing: finding the presentation style that suits you best

754 HOW TO SPEAK WITH CONFIDENCE (46 min)

Bert Decker reveals the key techniques for grabbing any listener's attention. His step-by-step program explains the three major factors that can make or break your delivery, how skilful use of humour can keep the audience on your side and more. You will have them hanging on every word!

755 50 ONE MINUTE TIPS TO BETTER COMMUNICATION (20 min)

Fifty easily mastered techniques for improving meetings, memos and presentations are presented. Learn ways to improve meetings before, during and after they occur. Develop techniques to enhance your creativity and organization when writing memos. Finally practice guidelines for structuring more effective presentations, improving your nonverbal communication and using visual aids.

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756 WHY DIDN'T SOMEBODY TELL ME? (20 min)

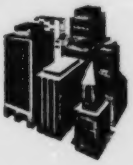
In every department or work unit there is an individual whose habits distract or disturb other employees. As a result, productivity slips, time is wasted, and morale goes down the drain.

"Why Didn't Somebody Tell Me?" tackles the job of correcting these annoying habits in a highly humorous way...guaranteed to grab attention and hold interest. It holds up a mirror so employees can ask themselves: "Is that me?" Employees also learn that they don't have to put up with irritating behaviour that affects their work.

757 POWERFUL PRESENTATION SKILLS

(20 min - Revised in 1996)

This video and book helps readers prepare and deliver effective presentations. Simple, practical suggestions teach basics such as how to organize thoughts and data for maximum impact, how to develop and use visual aids and how to deliver what you've prepared, using effective body language techniques. Information is also provided on conducting an effective question and answer session.



758 SUCCESSFUL NEGOTIATING (20 min)

Learn the basics of "win-win" negotiations. Save money, time and achieve satisfaction. Case studies and activities teach any reader how to recognize opportunities for negotiation and develop and win-win philosophy. Six basic steps in negotiating and eight critical mistakes to avoid are carefully explained.

759 ABRAHAM LINCOLN ON COMMUNICATION (1 hr)

The persuasive power of the well-chosen word

Abraham Lincoln had only a single year of formal schooling, yet he wrote some of the finest speeches in the English language. Now you can learn how a plain-talking president delivered such powerful messages.

Eugene Griessman portrays Lincoln and presents his 10 timeless communication principles. He shows how they can work for anyone - from beginners to polished speakers.

You'll learn practical skills to add impact to your ideas. And you'll enjoy your visit with this master of communication.

Program highlights:

Keeping it simple: The secrets of speaking and writing in plain language.

How to use imagery, analogies and comparisons to enhance your communication.

Choosing stories and experiences your audience can identify with;

How to listen attentively - or 'talk less than you listen'.

Telegraph your message: compressing a lot of information into a few words.

Why humour makes you more alert and creative.

Reading your audience: understanding their emotions, beliefs and attitudes.

SPEAKING WITHOUT FEAR OR NERVOUSNESS

(2 vol. - 98 min) with Helen Sutton

Do you cringe at the thought of speaking in public!. - If so, your fear of 'standing before a group' keeps you from showcasing what you know and what you can do. It is frustrating and draining to live with your fear of the spotlight. This video will help you identify your self-defeating thoughts and replace them with positive expectations. You will gain an uplifting new attitude towards your trepidation and develop the courage to stand up to your speaking challenges.

760a Conquer your fear - (56 min)

- How to identify the fears at the core of your speaking phobia -
- 3 essential 'fear busters' to use every time you speak in public
- Proven ways to regain your composure when you feel yourself starting to 'lose it'
- 'Psych Talk' techniques: using them to give yourself a burst of confidence and energy right before you speak.
- Confidence building practice: how and where to do it, and who should observe.

760b Overcoming your physical symptoms -(41 min)

- Specific remedies for physical symptoms such as a wobbly voice, shaky hands and a racing heart.
- Mental imagery techniques to help you prepare for a presentation
- 10 ways to tame pre-talk jitters once you are in the room with your audience
- The best way to get though the first 2 minutes of your speech, no matter how nervous you are
- Evaluating your performance: what went right, wrong - and "what you will change next time

PROOFREADING AND EDITING SKILLS

(3 vol - 3 hrs 4 min) Helen Sutton & Debra Smith- How to achieve total accuracy in written communication.

761a Perfect Proofreading (73 min)

Written mistakes are embarrassing and costly. They make you come across as sloppy and unprofessional to your reader. They can even convey the wrong message - and result in serious problems. Spotting and correcting mistakes cannot be left to chance. So sit back and enjoy a program that will help you become a more valued, respected and trusted resource to your boss and organization.

761b Grammar and Punctuation (61 min)

Grammar is a subject you may have dreaded in school but now that you are a professional, correct punctuation and grammar are essential if you expect to be taken seriously. This video is designed to be the perfect grammar 'brush up'. Best of all, you will finish the program more confident of the accuracy of all your written and spoken communication.

761c Make all Your Documents Letter-Perfect

(50 min) This volume deals with the most common mis spelled words (recieved or received?) and words often misused (lay, vs.lie; disinterested vs. uninterested;

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infer vs. imply). These are the grammar and proofreading issues that trip up many professionals.

HIGH IMPACT BUSINESS WRITING (4 vol - 4 hrs)

How to write clear and concise memos, proposals, letters and reports with Ronnie Moore.

762a Preparing to write : (1 hr)

Common business writing problems - and simple steps you can take to avoid them; How to organize your thoughts before you write a single word; Understanding the difference between the message and the mechanics in your writing - and why its key to getting 'started; Classic ways to save time when you write; Effective ways to bust free from 'writer's block'; How to present your messages from your reader's point of view; 5 ways to organize your content so your writing ends up having better 'flow'. Planning your approach: what format, style and tone fits your message - and your readers - best; You've got your readers interested, now what do you want them to do? How to develop a 'Call to action' that gets results.

762b Composing your message: (1 hr)

What it means to compose your message (and how it's different from preparing and repairing it); Five guidelines for crisp, concise writing; How to 'unsmother' your verbs and set them free to work harder; Using the active voice: how to add impact and urgency to your writing; Selecting specific words that leave no room for misunderstanding. 'Neutralizing' your writing to avoid sexism and biases; Why and how to purge the jargon and 'business-ese' that can creep into any document; Using your 'natural voice' to let your writing flow more easily and create reader involvement. Structuring sentences and paragraphs to deliver quick, maximum impact; How to use words to paint a picture

762c Specific workplace documents: (1 hr)

Tactful ways to convey bad news in the best possible light; proven strategies for writing to sell (use them to promote your company; services or ideas; 5 tips for writing and formatting material you are going to fax; Creating eye-catching, read-me-first memos; Writing better letters: grab-'em openings; hook-'em flow; got-'em closers

762d Polishing your finished product: (1 hr)

The difference between editing and proofreading - when and how to do both; .5 common (and embarrassing) writing mistakes, and how to avoid them; Ways to evaluate how crisp and clear your writing really is.; Checking to 'completeness'. Did you forget anything you meant to include?; The critical second opinion: how to develop your own personal 'editor'. How to be more objective about your writing, so you are more open to improving it; Your repairing checklist: specific details to watch for when you edit; Reference materials you should have at your side whenever you write.

FOCUSED LISTENING SKILLS

(3 vol - 163 min) - with Sally Scobey

How to sharpen your concentration and hear more of what people are saying. Listening skills are just too important to neglect or downplay. They can make or break business and personal relationships...prevent mistakes...save time... and head off misunderstandings.

If you are a salesperson...you need to know how to talk and listen to make a sale. If you are a manager or executive...you'll find it is easier to communicate with your staff and employees if you are a more receptive listener. If you are working on a team or interacting with co-workers - you can improve your on-the-job relationships with better listening skills. Become a more powerful listener, and you will be seen as smarter and more reliable. You will earn the trust and confidence of the people you work with, sell to, live with and depend on. Share this program with your co-workers and friends, too. The better everyone around you listens, the more productive you will be.

763a Hearing isn't listening: (51 ins)

You'll learn new ways to overcome distractions that can prevent you from listening more effectively; gaining insights and practical techniques to help you better concentrate and focus your listening skills.

763b Master an important skill every professional needs to develop (57 min)

You'll learn the critical role listening plays in interpersonal communications. Find out how to clarify and evaluate what speakers are saying - and discover how to understand and recognize what is really being said.

763c Profit from the pay back of powerful listening (55 min)

You'll find out what it means to be a 'Holistic Listener' and how to convey the message that you are receptive to new ideas and information. You will discover the important communication differences between men and women and learn ways to be listened to and understood by others.

INTERPERSONAL COMMUNICATION SKILLS

(4 vol. - 4 hrs. 23 min)

Training to minimize conflict and build collaboration in today's team-oriented workplace with Debra Sutch.

764a Communicate to be liked, trusted and respected (65 min)

Communication is not just about how you talk and listen. It's about making connections with people. It is about being a cooperative and trusted team worker ... a good friend...someone people can count on ...someone they respect and like. But it is not always easy. Sometimes the hardest part is getting started, especially with someone you don't know. If you get off on the wrong foot, it can be difficult to win back the trust and credibility you are after. When you learn to communicate easily and gracefully, you will be more approachable and naturally expand your circle of friends and contacts. When you appear friendly, confident and interested, people will 'take a liking' to you right from

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the start. And that is a valuable head start in any situation.

764b Communicate to increase understanding and minimize mistakes (68 min)
Recognizing that people have varying communication 'styles' is key to accurate communication. It is important that you know how and why people interpret the same messages in different ways. You will discover how to improve the ease and effectiveness of communication, both as the sender and receiver.
Attention managers and team leaders: A recent study looked at differences in how managers and employees viewed the managers' communication. In every test case, the managers rated their own communication skills higher than the employees rated the managers' skills. Furthermore, the differences in perception were found to affect employee job satisfaction.. How about you? Are you doing as good a job communicating as you think? Invest about an hour in this volume, and gain specific communication tools to make you a better manager or team leader.

764c Communicate to increase your personal power (74 min)
Communicating clearly, accurately and confidently is one of the best ways to increase your effectiveness as a professional - and your visibility within your organization. But it takes solid, proven training to get it right. Ask yourself: Do you ever bite your tongue, afraid to speak up - even when you have a good idea? When you talk, do you ever get ignored, interrupted, cut off? Do you sometimes find it heard to concentrate on what other people are saying? Have you ever said the 'wrong thing' and did not know how to recover?

If you are like most business professionals, you answered 'yes' to a few (if not all) of these questions. You will learn specific words, behaviours and techniques to overcome communication challenges like these - and come across more powerfully. You will increase the clarity of your message. You will speak up and be heard, and get your ideas accepted more often. Best of all, you will be able to put your best foot forward at all times.

764d Communicate better with your team (56 min)
Chances are, your organization has become more team-oriented...or it is heading in that direction. Make sure you and your group are 'all together' and shooting for the same goals by sharing this program with your entire team. After sharing this program and using the ideas you learn, you will all experience... Closer working relationships.; Less rework; Goals met more quickly; Greater collaboration

New in 1998

765 CONVEYING INFORMATION
(1 vol. - 13 min) by Peter Quarry Psychologist
Whether conveying information, giving instructions, coaching or selling the ability to convey information in a clear and concise way is a core communication skill. Shows three essential steps to avoid misunderstandings and mistakes, while identifying behaviours that need to change in your workplace to improve the way information is conveyed. Presentation: Vignettes with on screen host; Audience: every level; Learning Objectives: Learn how to give information clearly so that the message received is the same; develop an action plan for ongoing communication.

New in 1999

GAINING A VOICE
(1997 - 4 videos - ACT Productions Inc. Tel: 613-228-9556)

766a ***The Media and Us*** 25 min. approx. gives an introduction to the series GAINING A VOICE. Starting with a montage of images and statements about the media from people such as Pamela Wallin, Micheal Enright and Noam Chomsky. You hear the issue of media bias by experts in the field. Differing views of the objectivity of the media are contrasted. This discussion is summarized by Micheal Enright. Viewers will hear from people who are ignored by the media The Media and Us gives viewersa taste of the style, content and the direction for GAINING A VOICE.

The News Rooms 25 min approx.
is a program that takes us into the news rooms of various radio, television and newspaper organizations. Viewers hear the discussions, see the people who make the decision and participate in the process of delivering news from the initial story meeting to the gathering and assembling of the story.

766b ***The News Story*** 25 min approx.
This program looks at the elements that go into making a news story and addresses the questions that follow. What is a news story? Why are some stories and others are not? What does human interest mean? What is meant by a local angle? What does news worthiness mean?

The Media Campaign 25 min approx.
The Media Campaign shows viewers what it takes to organize a media campaign. By visiting different organizations, listening to people's experiences and seeing some of the planning in action, viewers see how a media campaign is organized. Viewers get a step-by-step description of what is involved in a media campaign by following the day to day activities of groups such as Greenpeace, the Action Centre for Social Justice, Villa Marconi, Harmony House, The Alzheimer Society and Citizen Advocacy.

766c ***Contacting the Media*** 25 min approx.
Contacting the Media shows viewers different methods and strategies of contacting the mainstream media. The program does this by speaking with journalists such as Harmon Siddiqui of The Toronto Star, Jay Mowatt of Newsworld, Colleen McKernan of CJOH TV and Pamela Wallin of Pamelin Wallin Live. Their share their insights and experiences in dealing with community groups and organizations such as Greenpeace. The Alzheimer Society of Canada and Pollution Probe outline their experiences in contacting the media.

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Targeting your Audience 25 min approx.
Who is the message for? What is the best medium to use to reach the audience you want to target? In Targeting your Audience, viewers find out how organizations use the different types of community media to convey their message.

766d ***The Interview*** 25 min approx.
Why do some interviews give clear ideas about an issue or story and others do not? How does one prepare for a media interview? Do journalists deliberately try to sabotage or resurrect individuals and/or issues through their questioning? These are some of the questions addressed in this program.

Taking Control 25 min approx.
Taking Control ends the GAINING A VOICE series. This program looks at what happens when individuals and small organizations do not agree with the media's coverage of them. Is the media so omnipotent that by the media's opinion of them? What recourse do individuals and small organizations have to redeem themselves in the media? This program addresses some of these questions by looking at the resources available to handle these concerns.

767 NEGOTIATING
(1 vol - 25 min) - Dr. Margaret Neale - Professor of Organizational Behaviour at the Stanford University Graduate School of Business.
The Stanford Video Guide to Negotiating - The Sluggers come home.....
A negotiation between the owners of a baseball stadium and a team owner demonstrates key principles of rations negotiation and common tactics and strategies for negotiating profitable agreement.

Part 1: Preparation
- Unrealistic Expectation: Under and Overconfidence
- The Two Types of Negotiation
  - Distributive Negotiations
  - Integrative Negotiations
- Escalation of Commitment
- BATNA
- Reservation Price
- Overcompetitiveness
- The Mythical Fixed-Pie
- Preparing First Offers
- Anchors
- Bidding Strategies
- Impasse
  - Interests not Positions
  - Breaks
  - Third Parties
- Negotiating in a Closet
- Risk Irrationality and Emotions

Part 2: Bargaining
- Flinches
- Exchanging Information
- Frames
- The Negotiating Range
  - Splitting the Difference
- Risk
- Ultimatums

Part 3 - Settlement
- Nibbles
- Finalizing Agreements
- Post-Settlement Settlements

Related issued explained in the study guide include: read herrings, multiple simultaneous offers, negotiating for the long-term, avoidance of give-aways, tit-for-tat strategies, fairness and trust, assessing walk-away points, and tied-hand strategies.

Also check
1531h - Negotiating Strategies and Tactics
1538g - Cultivating Your Communication Skills

New in 1999

808 *MAVIS BEACON TEACHES TYPING*

1 - CD

Onscreen guide hands type along with you; learn proper office ergonomics with 25 minutes of live action video.

809 *BIZ PLAN BUILDER (Software)*

Why start from scratch? Biz Plan Builder gives you an intuitive and logical marketing plan template. It provides proven business plan formats you can edit into a customized document. You get more than 90 typed and formatted pages, including word processing and spreadsheet files. No need to worry about formulas. The linked financial statements have predefined formulas that automatically calculate totals for you. Just follow the clear and concise manual to edit and create a customized document. Present your plan to investors, clients and management, and open your doors - now you are ready to do business!

815 *CYBER SURFIN' INTERNET FOR THE REST OF US...* (1 vol.)

This video gives you all the information and tools to understand the Internet and surf the Wold Wide Web. Presented in an entertaining and upbeat style, CYBER SURFIN' explains what the Internet is, what can be found on it, and why it is so popular. It tells you what kind of computer hardware and software you will need to have in order to get up and running quickly and easily.

These are just some of the questions that CYBER SURFIN' answers:

- how do I navigate the World Wide Web?
- what should I look for in an Internet provider?
- how do I send and receive e-mail?
- what are the most popular Web browsers?
- what can I find in the Internet news groups?
- where are the hottest sites on the Internet?

The CYBER SURFIN' video does more than any book ever could: it lets you actually see and hear examples of what you need to know to make the Internet work for you.

Some of the topics you'll find covered in CYBER SURFIN'..... Internet History, File Transfer Protocol, TCP/IP, Internet Relay Chat, World Wide Web, E-mail, Technical Support and Web Browsers.

INFORMATION TECHNOLOGY IN THE 21st CENTURY

The following VideoForums have been included in our catalogue in an endeavour to give information to New Brunswickers regarding electronic technology and how it is and will impact our everyday life. '

816a *LIFE ON THE INFORMATION SUPERHIGHWAY*

(40 min)

What will life be like on the information superhighway in the 21st century? This video answers that question by presenting a range of dramatic demonstrations. When today's cutting-edge technology is fully implemented and available to business and the public, many sectors of society will be affected and improved. These new capabilities will change everything from newspapers to home entertainment. An even more profound impact will be felt in health care as it relates to remote diagnosis and remote home care. This video montage contains contributions from:

Ameritech, Blacksburg Electronic Village, BNR, GTE, Mtel, NBC News, NYNEX, US WEST and Virginia Tech University.

816b *EDUCATION IN THE INFORMATION AGE*

(42 min)

This video montage represents a progress on the exciting applications of cutting-edge information technology to the education system. See real-life education applications of the effective use of broadband technology. Of special interest are the reactions of teachers and students. Contributing to this fascinating video are:

Access Wisconsin, Ameritech, Ball State University, BellSouth, Epson, GTE, Iowa Distance Education Alliance, Iowa State University, The Light Brigade Inc., Northern Telecom, NYNEX, South Central Bell, US WEST, Westfield/Washington Schools, and Wisconsin Independent Telecommunications Systems.

816c *VISIONS OF THE 21st CENTURY* (53 min)

This VideoForum offers forecasts and dramatizations of the future by industry visionaries from major corporations, research laboratories, and government. The way we communicate in business and everyday lie, as well as how we will be entertained, will be transformed by ubiquitous broadband via fibre optic networks, maturing voice recognition an voice synthesis techniques, and the development of massive memory systems and data transfer capabilities. These visions of tomorrow have been documented by the following contributors:

Anderson Consulting, AT&T, Bellcore, BNR, British Telecom, FCC, Northern Telecom, Telecom Australia, and US WEST Advanced Technologies.

816d *BROADBAND IMPACT ON HEALTH CARE AND EDUCATION* (55 min)

Learn about the latest research, developments, and applications that are greatly improving the quality of education and health care. This video focuses on the impact of ubiquitous broadband via fibre optic networks, massive memory capabilities, and high-definition displays on the progress and potential in the import fields of education and health care. Actual field applications, as well as laboratory demonstrations, emphasize the reality and potential of the evolving technology.

Included are presentations from: Ameritech, Andersen

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Consulting, AT&T, British Telecom, Carnegie Mellon University, EDS, FCC, NCSA - University of Illinois, North Carolina Department of Community Colleges, Northern Telecom, University of Notre Dame, NYNEX and US WEST.

816e TECHNEEDS 2000 (90 min)

This video features the technologies and applications predicted to impact our lives in the 21st century. Visualize through the eyes of major corporations and research laboratories how advanced technology will meet the information needs of tomorrow's users. Included are: virtual reality, hospital information systems, multimedia communications, high-definition television, videophones and electronic homes of the future. **The contributions of the following organizations are included:**

Ameritech, AT&T Bell Labs, Bellcore, Fujitsu, GTE, IBM, University of Illinois, Motorola, Northern Telecom, Ohio Telephone Association, Pacific Telesis, and US WEST.

817 INTERNET EXECUTIVE INTRODUCTION

(1 vol) - Tom Badgett is a computer book author of 20 years an Internet expert and President of U.S. Internet, an Internet provider. You will thoroughly enjoy the information in this video and Tom's relaxed style of presentation. For over two decades the Internet has been an untapped well for businesses, but floodgates are open and the world is fast exploring this endless resource. This tape will give you a clear and simple vision of what the Internet is and what it can do for you as an executive.

You will learn:

Function of the Internet; Information Providers; Getting on the Internet; Using email programs; Looking at Mosaic; Gopher functions; Looking through the Internet

New in 1999

820a BUSINESS IN CYBERSPACE

(1 vol - 13 min - 1999)

Cyberspace provides a good public presence, in particular businesses that do not require face-to-face customer contact. It can be used both for marketing, and for delivery of the product. This video provides valuable information about what businesses should think before going on the web, common mistakes people make in e-commerce, advantages of the web and challenges association with cyberspace.

820b FUTURE TRENDS IN BUSINESS

(1 vol - 13 min - 1999)

Looking to the future is a crucial skill. Too many people have trouble predicting the future because they are governed by the past. This video examines how businesses can anticipate events and plan for the future. Managers should learn to keep their eyes and ears open, communicate, challenge ideas, and ask questions, People will have the power to influence the future, but we will have to learn to make the right choices.

820c INTRANETS FOR BUSINESS

(1 vol - 15 min - 1999)

This video discusses the differences between internets, intranets and extranets and describes the increasing use of intranets within organizations. Intranets can be a powerful tool for providing knowledge information to employees, including replacing paper documents and video-on-demand (for training). Intranets should not be viewed as a replacement for human interaction, but rather a way of substantially expanding one's access to information and resources within the company.

820d LEARNING IN THE VIRTUAL WORLD

(1 vol - 15 min - 1999)

The world of work is changing dramatically, especially in terms of technology. The manager's role is also changing - their world is becoming very "rapid". Information is needed immediately and they have virtual skills that need to be developed. This video explores "virtual learning" and how it can help people acquire sills and knowledge "just in time". You will learn the skills needed to become an effective e learner and understand the importance of sharing knowledge in the virtual world,

820e THE FUTURE OF WORK

(1 vol - 14 min - 1999)

As the workplace is changing, so is the nature of work. This video will identify the main forces shaping work in the future, and provide a picture of what a typical day's work will be like. Reviewed will be areas such as the new organizational structure, self-managing teams, knowledge work, the glass ceiling and the feminization of management, "core jobs" versus "hobby jobs", and sustainability.

820f MANAGING VIRTUAL TEAMS

(1 vol - 16 min - 1999)

Virtual teams coming together by technology are increasing, and they have to be managed differently. Because of the distance, you have to learn to manage the output rather than the people. This video identifies the characteristics of virtual teams, and some particular challenges facing their team leaders and managers. You will learn about the different types of virtual teams and how to manage the cultural differences that will come up, to avoid misunderstandings and conflicts.

WORD 97

825a WORD 97 - Introduction

What will you learn?
"Learning Word 97 - Introduction"
- Using the Menu bar
- Using the Standard toolbar
- The Formatting toolbar
- Using the scroll bars
- The Views and the Status bar
- Discussing The Office Assistant
- The Control boxes
- Entering text
- Inserting text
- Demonstrating the Overstrike command
- Selecting text
- Using the Undo and Redo commands
- Cutting text
- Moving text with the mouse
- Copying text
- Changing font size
- Changing text appearance
- Aligning text
- Animating text
- Setting margins
- Inserting page breaks
- Hard returns
- The line spacing options
- Spelling/Grammar checking
- Demonstrating the Thesaurus
- Viewing statistics
- Using Save As
- Using Save
- Using Print Preview
- Printing options

825b WORD 97 - Intermediate

What will you learn?
"Learning Word 97 - Intermediate"
- Explaining paper setup options
- Showing margins
- Setting tabs
- Describing line and paragraph spacing
- Displaying printing options
- Printing the document
- Canceling a print job
- Creating headers
- Including footers
- Inserting page numbers
- Showing Odd and Even pages
- Using the Outline view
- Using the Full screen view
- Discussing the Page Layout view
- Using the Online Layout view
- Showing the Document Map
- Using the Letter wizard
- Describing AutoSummarize
- Explaining AutoComplete
- Describing column options
- Creating tables
- Describing other Word 97 options
- Creating indexes
- Using index cross-references
- Creating a Table of Contents
- Using comments
- Placing revision marks
- Protecting a document
- Adding a background
- Adding borders
- Removing borders
- Using numbering options

825c WORD 97 - Advanced

What will you learn?
"Learning Word 97 - Advanced"
- Discussing the Web Buttonbar
- Creating a mail merge
- Using mail merge options
- Creating a document
- Using Text options
- Adding a closing
- Working with AutoText shortcuts
- Selecting templates and Add-ins
- Using entry fields
- Inserting changes
- Discussing Query options
- Sorting options
- E-mailing form letters
- Printing form letters
- Creating data sources
- Making envelopes
- Creating labels
- Working with Forms
- Inserting graphics
- Discussing the Draw table
- Using the form
- Recording a macro
- Using the Open dialog box's advanced functions
- Toggling between files
- Deleting documents

825d WORD 97 - Secrets and Timesavers

What will you learn?
"Learning Word 97 - Secrets and Timesavers"
- Selecting text with the mouse
- Using keystrokes to select text
- Selecting columns
- Navigating with keystrokes
- Moving text
- Making abbreviations, adding words and removing words in AutoCorrect
- Displaying function key combinations
- Using combinations with the F1 key
- Using the F2 key
- Changing the letter case
- Closing windows
- Printing the formatting keys
- Underlining text
- Copying text formatting
- Using line spacing
- Creating bullets
- Deleting text
- Using the Cut, Copy and Paste Commands
- Working with hyphens
- Manipulating outlines
- Merge field shortcuts
- Using mail merge
- Creating a data source document
- Editing a mail merge

825e WORD 97 - Desktop Publishing

What will you learn?
"Learning Word 97 - Desktop Publishing"

- Changing fonts
- Discussing views and zooms
- Using the font animation features
- Working with the page setup options
- Creating subheads
- Using the drawing toolbar commands
- Creating different brochures
- Working with WordArt
- Using special features
- Creating an invitation
- Drawing
- Creating an AutoShape
- Using the Flip and Rotate Commands
- Basic elements of a newsletter
- Creating a headline
- Placing articles and columns
- Adding a border
- Inserting Clip Art Images
- Creating a Frame
- Discussing alternate newsletter types

825f WORD 97 - VISUAL BASIC

What will you learn?
Programming in Visual Basic for WORD 97

- Using VBA for WORD 97
- Utilizing new features for VBA 5
- Differentiating VBA and VB 5
- Why learn VBA?
- Accessing the power of VBA
- Using the Project Explorer window
- Using Microsoft help files
- Writing a macro
- Using rules for naming macros
- Storing code
- Starting comments
- Running Hello Program
- Using End Sub keywords
- Launching a program
- Understanding placeholder
- Making repetition easy
- Using a custom form generator
- Explaining highlights
- Declaring Dim Message1 ViaName
- Using "Please Enter the Information"
- Naming ViaName = InputBox
- Adding Value
- Modifying code
- Declaring "DimXprtRef"
- Launching Alt + F8
- Abbreviating text "ConsgName"
- Utilizing If-Then statements
- Working with User forms
- Understanding BVA User Forms
- Defining Me.Hide

EXCEL 97

826a EXCEL 97 - Introduction

What will you learn?
"Learning Excel 97 - Introduction"

- Screen components
- Standard and Formatting toolbars
- The Formula bar
- The workbook
- Using the keyboard
- Selecting a range
- Aligning numbers
- Formatting cells
- Using the toolbar buttons
- Widening a column
- Changing the column width
- Changing the row height
- Changing the row height
- Changing cell alignment
- Clearing, deleting data
- Using the Undo command
- Closing the workbook
- Moving around the workbook
- Naming the workbook
- Using a template
- Using Autofill
- Entering formulas
- Using the AutoSum Function
- Copying Formulas
- Changing the font, point size
- Copying formats
- Printing the worksheet
- The Print Dialog box, Print Preview

826b EXCEL 97 - Intermediate

What will you learn?
"Learning Excel97 - Intermediate"
will teach you the following topics:

- Adding worksheet panes
- Removing the worksheet panes
- Freezing worksheet panes
- Hiding columns
- Hiding rows
- Using the Insert options
- Viewing the Delete options
- Using an outline
- Explaining Formula options
- Using an Absolute cell reference
- Using the IF statement
- Describing the Function wizard
- Using the Payment function
- Explaining Goal Seek
- Using the VLOOKUP function
- Describing arrays
- Using the Trend function
- Creating/using names
- Linking workbooks
- Using Reference formulas
- Linking worksheets
- Changing the workbook appearance
- Showing Spell check options
- Arranging windows

826c EXCEL 97 - Advanced

What will you learn?
"Learning Excel 97 - Advanced"
will teach you the following topics:

- Creating a Custom toolbar
- Moving toolbars
- Using Explanatory remarks
- Using a custom AutoFill list
- Creating custom formats
- Using the AutoSum button
- Outlining the worksheets
- Working in multiple worksheets
- Changing cell styles
- Redefining a style
- Merging styles
- Viewing with a Data form
- Using Wildcard characters
- Using the Sort command
- Sorting by option
- Filtering
- Using the AutoFilter
- Using Automatic subtotals
- Creating a template
- Protecting cells
- Using the Pivot table

826d EXCEL 97 - Formulas and Functions

What will you learn?
"Learning Excel 97 - Formulas & Functions"

- Opening an Excel file
- Reviewing the basics
- Copying formulas
- Defining cell reference
- Using AutoSum
- The Paste function dialog box
- Adjusting workbooks
- Using an Array
- Applying Fill
- Displaying formulas
- Working with comparison operators
- Formulas arguments
- Using financial functions
- Defining future value
- The interest rates
- Using the Goal Seek command
- Demonstrating VLOOKUP
- Using dates in calculations
- The Trend function
- Using AutoFilter
- Working with database functions
- The cell information function

826e EXCEL 97 - Macros and Charts

What will you learn?
"Learning Excel 97 - Macros and Charts"

- Using macros
- Recording, starting and running a macro
- Creating a new macro
- Using the Visual Basic toolbar
- Using the Module worksheet
- Attaching macros
- Creating a macro button
- Directing buttons
- Customizing a macro button
- Using toolbars
- Customizing toolbars
- Using the Button Editor
- Deleting a toolbar
- Customizing macros
- Inserting a bitmap
- Discussing User-defined functions
- Adding and entering sums
- Running the macros
- Charting
- Using the Chart wizard
- Changing figures
- Creating a chart
- Customizing the chart types
- Changing the Data series
- Displaying values
- Using a trendline
- Hiding of viewing data

826f EXCEL 97 - Visual Basic

What will you learn?
"Programming in Visual Basic for Excel 97"

- What is VBA?
- What can VBA do?
- Listing the new features of VBA
- Why is VBA necessary?
- Running procedures
- The Visual Basic Editor window
- Exploring the Properties window
- Project Explorer/Code windows
- Using Programming code
- Rules for naming objects
- Writing Sub/Function procedures
- Using comments
- Rules for naming Variable
- Using the DIM statement
- Working with the Range object
- Message Box/Input statement
- Writing Looping commands
- Discussing If-Then statements
- Using Select Case statements
- Writing Sub routines
- Working with User forms
- Inspecting code
- Assigning String values
- Using For Each-Next Loops
- Using If-Then Statements
- Testing the Sub procedure
- Using Functions
- Declaring Variables
- Using Mathematical Expressions
- Working with User forms
- Adding a Text and Label box
- Adding Control buttons
- Adding Code between Sub and EndSub keywords
- Writing code for the Cancel button
- Testing the program
- Using the MsgBox statement

PowerPoint 97

827a PowerPoint 97 - Introduction

What will you learn?
"Learning PowerPoint 97 - Introduction

- Starting PowerPoint
- Running a slide show
- The program/presentation icons
- Using the drop-down menus
- The toolbars and Status bar
- Floating and docking toolbars
- Using the Slide view
- Adjusting the text box
- Changing the font size
- Using the Master Slide
- Adding page numbers
- Inserting/adjusting Clip Art
- Adding slides to presentations
- Creating/editing speaker notes
- Handout's Master View
- Editing the slide order
- Applying a slide transition
- Applying random transitions
- Setting up the slide show
- Slide advance timing
- The slide show Control menu
- Printing the slide show

827b PowerPoint 97 - Advanced

What will you learn?
"Learning PowerPoint 97 - Advanced"

- Discussing the Title Slide Master view
- Editing the Title Slide Master
- Using the Master Slide view
- Using templates
- Moving/resizing ClipArt
- Applying a Slide transition
- Adding animation effects
- Creating custom animation effects
- Dimming text
- Hiding slides
- Inserting Clip Art
- Customizing Clip Art
- Applying the Transparent Color tool
- Adding tot he Clip Gallery
- Using the Drawing tools
- The AutoShape feature
- Arranging drawn objects
- Changing the Fill color and lines
- Creating WordArt
- Importing files
- Inserting an Excel chart
- Inserting a Word 97 document
- Editing a worksheet
- Inserting a table
- Exporting an outline
- Exporting slides as graphics files
- Opening exported files
- Displaying toolbars
- Using Rulers and Guides
- Creating a custom toolbar

827c PowerPoint 97 - Presentations

What will you learn?
"Learning PowerPoint 97 - Presentations"
will teach you the following topics

- Staring the presentation
- Using the background fill option
- Using the Gradient tab
- Background shading styles
- Using the Texture tab
- Semi-transparent fill option
- Using the Embossing feature
- Using the AutoClipArt wizard
- Adding effects
- Working with animated effects
- Including sound effects
- Creating right effects
- Using the Black and White view
- Using AutoCorrect
- Working with the Zoom options
- Demonstrating the Style Checker
- Using a design template
- Designing a custom color scheme
- Presentation delivery options
- Using the Pack and Go WIZARD
- Discussing the PowerPoint Viewer
- The PowerPoint show
- Using the Slide Navigator
- Demonstrating the Slide Meter

OUTLOOK 98

829a *Outlook 98 - E-Mailing*

"Learning Outlook 98, E-mailing"
will teach you the following topics

- Opening Outlook 98
- Information services
- Using Outlook shortcuts
- Discussing the Folder Banner
- Sending e-mail messages
- The Cc box
- Delivering messages
- Sending an attachment
- Receiving Mail options
- Replying options
- Checking for new messages
- Explaining AutoPreview
- Saving attachments
- Replying to messages
- Message icons
- Deleting messages
- Creating folders
- Organizing folders
- Renaming folders
- Organizing messages
- Color-coding messages
- Discussing Junk e-mail
- Using Filter Checking
- The Using Views feature
- Changing views
- Sorting inbox messages
- Using AutoSignatures
- Types of formatting
- Selecting text
- Creating signatures
- Adding formatting
- Using the Flagging feature
- Advanced e-mail settings
- Using dial-up accounts

829b *Outlook 98 - Scheduling*

What will you learn?
"Learning Outlook 98, Scheduling"
will teach you the following topics

- Opening Outlook
- Icons
- Outlook features
- Views
- Contacts
- E-mailing
- Grouping and sorting
- Organizing
- vCard
- journals
- creating an entry
- features of the Calendar
- Calendars that fit our needs
- Reminders
- The Appointment tab
- Recurrence
- Events
- Using tasks
- Recurring tasks
- Copying tasks
- Views for the Task folder
- Filters
- Task lists
- Sorting a task list
- Scheduling meetings and tasks
- Planning a meeting
- Meeting requests

HTML Training

830a *HTML 4 - Volume 1*

What will you learn?
"Programming with HTML 4 - Volume 1"
will teach you the following topics:

- Getting acquainted with HTML
- Discussing what a web page can do
- Discussing HTML
- Defining Markup tags
- Describing Web browsers
- Discussing Speech Synthesizers
- Planning a Web Document
- Discussing Menu and Linear
- Structures
- Talking about Combined Structures
- Using the Title tag
- Writing HTML vs using a word processor
- Getting started on a Homepage
- Using Heading tags
- Manipulating text
- Using Paragraph tags
- Working with Line-Break tags
- Inserting Dividers
- Creating a List
- Using DIR tags
- Using Internet Explorer
- Using Blockquote/Address tags
- Going online

830b *HTML 4 - Volume 2*

What will you learn?
"Programming with HTML 4 - Volume 2"
will teach you the following topics:

- Covering the types of HTML editors and converters
- Discussing Tag editors
- Using WYSIWYG editors
- Working with HTML converters
- Using Hypertext
- Linking pages
- Using anchors
- Explaining Link tags
- Demonstrating the Link tag
- Using a full Hyperlink
- Learning JPEG images
- Using the A-L-T attribute-M-G and S-R-C tags
- Adding images to Web pages
- Formatting images with text
- Adjusting an image size
- Clickable images
- Viewing with Microsoft Explorer
- Changing the background color
- Using an image for a background

830c *HTML 4 - Volume 3*

What will you learn?
"Programming with HTML 4 - Volume 3" will teach you the following topics

- Discussing tables
- Discussing table row tags
- Using table heading tags
- Entering data
- Viewing HTML on a web browser
- Using the WIDTH attribute
- Applying the BGCOLOR tag
- Explaining the CELLPADDING attribute
- Editing spacing in a cell
- Adding a border to a table
- Aligning tables/cells
- Defining COLSPAN and ROWSPAN attributes
- Adjusting cell width
- Discussing HALIGN
- Defining VALIGN
- Creating columns in a web page
- Adding an image to a table
- Editing images
- Creating a table from scratch

830e *HTML 4 - Volume 5*

What will you learn?
"Programming with HTML 4 - Volume 5" will teach you the following topics:

- Defining forms
- Learning the anatomy of a from
- Reviewing input fields
- Learning about value
- Size and max lengths
- Learning about the Text Password
- Hidden and Text Area
- Creating a form
- Creating an input field
- Adding text
- Customizing attributes
- Adding a Text Area box
- Menu input types
- The Value tag
- Discussing tags
- Reviewing checkboxes
- Discussing radio buttons
- Adding input types
- Creating a menu
- Learning menu input options
- Reviewing buttons

I830f *HTML 4 - Volume 6*

What will you learn?
"Programming with HTML 4 - Volume 6" will teach you the following topics:

- Creating image maps
- Server-side image maps
- Client-side image maps
- Choosing an image
- Using image programs
- Converting an image
- Getting the coordinates
- Using the map tag
- Coding with the area tag
- Using the Image Usemap tag
- Testing the image map
- Describing the JAVA language
- Discussing a JAVA Applet
- Using Javascript
- Discussing the Script tag
- Playing embedded objects
- Discussing common plug-ins
- Describing the Embed tag

FrontPage 98

831a *FrontPage 98 - Introduction*

What will you learn?
"Learning FrontPage 98 - Introduction will teach you the following topics:

- Learning fundamental concepts
- Discussing HTML
- Planning a Web
- Discussing the Web design
- Using the FrontPage Explorer
- Discussing the Graphical tool
- Learning views
- Viewing themes
- Creating a new Web
- Using the Template Wizard
- Using Under Construction
- Assigning To-Do's
- The Task Details dialog box
- Adding images
- Understanding components
- Discussing graphics
- Using the Find button
- Importing artwork
- Adding borders
- Replacing sample text
- Changing fonts
- Using Custom Color
- Discussing the Color Solid dialog box
- Using the Matrix box
- Demonstrating the Alignment tools
- Placing tables
- Viewing frames
- Using text formatting features
- Viewing Paragraph properties
- Converting text to a table

831b *FrontPage 98 - Advanced*

What will you learn?
"Learning FrontPage 98 - Advanced will teach you the following topics:

- Complex web pages
- Adding an image
- Tips for images
- Adding sounds
- Saving a WAV sound
- Adding hyperlinks
- Viewing Web pages in a browser
- Designing tables
- Discussing Web table creation
- Adding cells, rows and columns to a table
- Splitting/merging cell columns
- Advanced table properties
- Customizing backgrounds
- Constructing a working form
- Creating new form elements
- Common gateway interface
- Editing properties
- Spell check
- Viewing HTML source code
- Undo of reverse actions
- Previewing Web documents
- Page performance indicator
- Advanced integration
- File transfer protocol
- Organizing Web sites
- Interactive testing
- Security
- Keeping renewed
- Updating Web pages

Project 98

832a *Project 98 - Introduction*

What will you learn?
"Learning Project 98 - Introduction" will teach you the following topics

- Getting started
- Toolbars
- The Grant Chart table
- Creating milestones
- Using the Timescale
- Inserting/deleting a task
- Subtasks
- Converting/scheduling tasks
- Hiding a subtask
- Establishing task relationships
- Assigning predecessors
- Assigning successors
- Establishing a critical path
- The Zoom tools
- Viewing the Pert chart
- Creating calendars
- Creating a base calendar
- Assigning a calendar
- Single resource calendars
- Group resource calendars
- The Resource Pool
- Assigning resources
- Entering resource information
- Displaying resources
- Establishing resource costs
- Calculating project costs
- Entering fixed costs
- Viewing the budget costs
- Filtering task data
- Adding toolbars
- Viewing Over-Allocations
- Conflict resolutions
- Resolving Over-Allocations

832b *Project 98 - Advanced*

What will you learn?
"Learning Project 98 - Advanced" will teach you the following topics

- Evaluating a schedule
- Starting Project 98
- Using different views
- Using the Resource Form
- Using the Filter box
- Adjusting a schedule
- Task relationships
- Viewing critical tasks
- Free and Total Slack
- Types of costs
- Costs of tasks
- Shortening the schedule
- Breaking down tasks
- Using lead time
- Using log time
- Shorting durations
- Decreasing driving resources
- Identifying delays
- Changing the Resource calendar
- Tracking progress
- Tracking the project
- Setting a baseline plan
- Detailed tracking
- Updating percentages
- Discussing variances
- Adjusting the schedule
- Using custom forms
- Explaining task forms
- Resource Pool grouping
- Assigning the resources
- Using the Web
- Setting up workgroups
- Using the Web
- Setting up workgroups
- Messaging
- Streamlining with macros

JAVA

833a Java - Introduction

What will you learn?
"Programming in Java - Introduction"
will teach you the following topics:

- Discussing Java's beginning
- Understanding the popularity of Java programming
- Defining applets
- Discussing the Java Development Kit
- Defining applications
- Taking a look at Java
- Viewing an applet
- Learning the Java language
- Defining attributes and behaviour
- Discussing inheritance
- Examining Subclassing
- Compiling an application
- Discussing Java class libraries
- Using the main method
- Compiling the program
- Placing Java in a Web browser
- Importing class files
- Discussing execution methods
- Learning the void keyword
- Using the DrawString method
- Discussing the applet source code
- Compiling the code

833b Java - Intermediate

What will you learn?
"Programming in Java, Intermediate"
will teach you the following topics:

- Downloading the Java Development Kit
- Modifying the autoexec.bat file
- Viewing applets
- Creating applets
- Discussing threads
- Getting started in Java
- Examining the Java code
- Overriding functions
- Understanding the symbols
- Discussing the for loop
- Compiling source code
- Using Java to scroll
- Adding a background color
- Discussing the Try-catch statement
- Discussing the Paint method
- Examining the Thread runner
- Examining the Run method
- Looking at the Stop method
- Discussing the Action Performed

833c Java - Advanced

What will you learn?
"Programming in Java, Advanced"
will teach you the following topics:

- Discussing errors
- Examining JDB capabilities
- Using the Java Debugger
- Discussing the init function
- Using a debug batch
- Learning debug commands
- Leading threadgroups
- Finding class methods with threads
- Discussing JARs, JDK, and BDK
- Defining archives
- Using the JAR tool
- Creating a new JAR
- Placing/retrieving files in a JAR
- Examining the Manifest
- Using and testing an archive file
- Learning how Beans work
- Using Beans in applets
- Using the Bean Box
- Modifying Bean events
- Creating a simple Bean
- Serializing a Bean
- Adding a Bean to the Manifest
- Creating a new class
- Placing a Bean in the Archive
- making an applet
- using the Applet Viewer
- defining methods as properties
- using the Get method
- using the Set method
- learning about Bean properties

HOW TO DEAL WITH DIFFICULT PEOPLE (3 vol)

Drs. Rick Brinkman & Rick Kirschner

Don't let difficult people leave you feeling angry and helpless! The key to dealing with difficult people is to understand them. In this three-part program, Drs. Brinkman & Kirschner give you insights into why difficult people behave the way they do - through instructive "role plays". Lay the groundwork for communicating effectively with difficult people.

851a Vol.I - You have to deal with difficult people sometime (74 min)

Why difficult people are so difficult: assumptions, pacing and backtracking. The four elements of effective communication. Right and wrong ways to communicate with difficult people. Insights into needs of the twelve types of difficult people. How to handle the person who says one thing to you and the opposite to someone else.

851b Vol.II - Put your new understanding of difficult people to work (116 min)

Put your new understanding of difficult people to work In Vol. 2, you will meet....

Yes People: They agree to any commitment, yet rarely deliver. You cannot trust them to follow through. - **No People:** They are quick to point out why something won't work. Worse, they are inflexible. - **Know-it-Alls:** They are arrogant, and usually have an opinion on any issue. When they are wrong, they get defensive. - **Complainers:** Is anything ever right them? They prefer complaining to finding solutions. - **Nothing People:** These people never offer ideas or let you know where they stand. - **Snipers:** Look out! They will criticize you unfairly, bully you and use every intimidation tactic in the book. **These people you work with, sell to, depend on, live with. Learn how to deal with them quickly and confidently.**

851c Be Less of a Target for Difficult People.

(70 min) Drs. Rick Brinkman & Rick Kirschner

In the first two volumes, a few particularly 'difficult people' refused to participate. With unparalleled patience, humour and diplomacy, Rick and Rick finally got them to expose themselves (figuratively of course!). This volume will teach you how to deal with these thorn personalities - including **Gossips, Saboteurs, and Liars.** Plus, you will learn additional ways to handle all of the difficult people and situations you face every day. Stop feeling frustrated and angry with the human obstacles in your life. Take control of your relationships and make them more productive. You will see demonstrations of powerful people skills with entertaining 'role plays'. You will be laughing, remembering and applying these lessons for years to come.

852 a-c DEALING WITH CONFLICT AND CONFRONTATION (3 vol. - 2 hrs. 45 min.)

How to keep your cool, stand your ground and reach a positive resolution.

Conflicts are inevitable. Anger, grudges, hurt and blame are not. In fact, most of your conflicts can be resolved fairly easily. Even better, you can do it in a way that actually benefits all concerned. You will learn techniques proven to work on a variety of conflicts. Even situations charged by temper tantrums ... anxiety and gear ... one-upmanship ... and out-and-out lying.

Some of what you will learn:

Why conflict is inevitable, and a fresh, positive way to look at it. The two primary reasons conflicts occur (and how to see them coming). Why people become enemies, and how to break the cycles that lead us there. When conflict is good: five ways conflict can actually benefit you and your organization - When conflict is bad: the five levels of escalation, and how to stop each from intensifying - The best way to balance being firm with being conciliatory - How to determine if the conflict is really just a misunderstanding . The best ways to deal with dirty tactics, such as back-stabbing, lying and sabotage. The five classic conflict resolution strategies and the pros and cons of each. What to do when someone refuses to discuss the issue (and what not to do). The least productive way to deal with conflict (and how to protect yourself if someone tries it on you)

MANAGING PROBLEM PEOPLE

The Behaviour Approach assumes that no behaviour occurs in a vacuum. Something always happens after it. Following are six examples of behavioural problems and how we could handle it.

854a Silent Sam

Silent Sam is a good technician but never seems to contribute to meetings or discussion, to the exasperation of his boss Hilary. It takes Zarn, a time-traveller, to show her that her assurance and speed of talking and thinking are making Sam clam up. Zarn recommends a change of tempo, creating space for Sam in discussions and giving him time to think problems though on his own before meetings.

854b Bigmouth Billie

Bigmouth Billy always promises more than he can deliver. But that's because his manager, John Cleese, praises him for promising, and gives him too much work because he always

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says yes. Cleese shows how a more realistic look at Billy's workload and getting achievable tasks and deadlines can help him deliver what he promises.

854c Moaning Minnie

Moaning Minnie can always find reasons why things cannot be done, and she cannot improve because she never admits her mistakes. They are always someone else's fault. It takes the Genie of the Lamp (John Cleese) to show her boss that it is his authorization style of management that causes the problem.

854d Wimpy Wendy

Wimpy Wendy brings every tiny decision to her boss, Maureen. The problem is big enough to interest Sherlook Holmes, who reveals that Wendy's confidence needs buttressing. He gets Maureen to stop solving all Wendy's problems for her, as her confidence grows, Wendy starts to make her own decisions.

854e Lazy Linda

Lazy Linda manages to achieve only about half the workload of the others in the office. Her manager tries to be patient until Nanny appears and shows her that patience and compromises are wrong. A pleasant firmness is what is needed, with an insistence on quantity and quality of work and praise when Linda shows some diligence and application.

854f Rulebound Reggie

Rulebound Reggie (John Cleese) never deviates from the book, however urgent the need. But if he acts like a machine, it is probably because he's been treated like one. If he is involved in the group, praised for flexibility and not groveled to when he's obstructive, the changes can be dramatic.

855 THE ART OF RESOLVING CONFLICTS IN THE WORKPLACE (1 vol - 37 min)

Unresolved conflicts cause stress, frustration, and lost work time. They result in delayed decisions, mistakes, and increased employee turnover, illness, and absenteeism. This video presents six easily learned techniques for smoothing office conflicts and dealing with hostile or uncooperative co-workers. These simple, direct techniques quickly ease tensions, clear the air, and bring good business back into the forefront.

Learn how to :

- Anticipate your listener's response and gain his or her trust
- Set limits that build mutual respect
- Use key words and phrases that establish a spirit of cooperation
- Build win/win relationships
- Watch others use the six techniques to manage: Hostility; resentment; manipulation; sexual harassment; non-performing co-workers; conflicting job assignments. Growth and change often produce competition, contention and conflict. Avoid lingering anger and resentment. Use these six techniques to assure that conflicts are recognized and resolved in a professional manner.

21 WAYS TO DEFUSE ANGER AND CALM PEOPLE DOWN (2 vols)

856a What Does Mismanaged Anger Cost You? (83 min)

Workplace anger often leads to greater friction among co-workers.."go-nowhere" arguments..chronic resentment..more mistakes.. and lackluster output.

But handled right, anger can actually help you: invite candid feedback...mend relationships...see and correct injustices...solve recurring problems...and increase efficiency.

Now you can step in with sensible solutions. Will teach you 21 ways to mitigate anger where you work instead of letting it control you.

856b Don't be a victim of other people's heated emotions (99min)

You've had it happen to you: someone erupts and you sit there speechless, your own emotions "flood" and you are left feeling frustrated and angry.

You've seen it happen to others: Disputes bring your workplace to a halt, and mishandled anger damages relationships and stifles teamwork.

But the good news is: you can learn to manage other people's anger - and turn it into a catalyst for positive change.

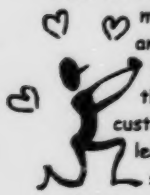
PLUS, dozens of anger-reducing techniques you can use with your co-workers, customers, employees, bosses...or anyone else who needs a cool head to calm them down.

Also check

1705 How to Overcome Negativity in the Workplace
1519c Motivation (The Manager as Coach)
1451a Empowerment - Motivation (High Impact Leadership)

900 A PASSION FOR CUSTOMERS (60 min)

Tom Peters, co-author of the best-selling books "In Search of Excellence" and "A Passion for Excellence", and author of "Thriving on Chaos", takes viewers on location to five successful organizations that prove that customer service pays. You will go behind the scenes at these acclaimed organizations and see that, although they hail from different business sectors, they share the traits that have made them service superstars. With the passion and drive that has made him the spokesman for the "excellence movement", Peters concludes the program by highlighting the key points of customer service, showing how enlightened leadership, responsiveness to customers and superior quality can make your organization a winner.



HOW TO GIVE EXCEPTIONAL CUSTOMER SERVICE (3 vol)

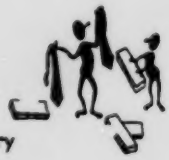
How does your organization or department rate in terms of customer service? If you're not a "10," then you're losing business. Now more than ever, customers demand great service - sincere courtesy, unqualified respect, fast turnaround, a helpful attitude.

901a Vol.I (77 min)

The real reason behind most customer dissatisfaction. Five dos and don'ts of exceptional customer service. Three sources you can draw on to help serve customers better. Why you must get rid of your "sacred cows" (and how to make sure you do). How to seek out and eliminate "coffee stains" in your organization.

901b Vol.II (88 min)

Specific phrases, vocal techniques and body language that build rapport with customers. Two ways to save time on every phone call. What to do when an angry customer verbally attacks and abuses you or your people.



901c Vol.III (104 min)

When you should break the rules to serve a customer. A way to deliver bad news without alienating your customer. How to set goals to increase your job satisfaction.

CUSTOMER SERVICE PACKAGE (9 Vol. - 93 min)

902a BENEFITING FROM COMPLAINTS (12 min)

This program offers insight on how to retain customers and encourage them to bring up any problems they may have. Objective: use the suggestions presented to better serve the unhappy customer

902b BODY LANGUAGE (12 min)

This program deals with the body language that people use and gives an indication of their meaning.
Objective: become aware of your own body language and that of your customers.

902c BODY LANGUAGE ON THE PHONE (9 min)

This program discusses the way we project ourselves on the telephone, and the inextricable link between our voice and body language.
Objectives: examine the importance of vocal tone over the telephone; improve body language and vocal tone by applying the information presented.

902d CALMING THE IRATE CUSTOMER (10 min)

All service givers will have to deal with angry customers at some point. It is important that they have the proper skills to handle these customers.
Objective: learn the five important points for dealing with irate customers.

902e IT'S UP TO YOU (10 min)

This program stresses that staff must learn how to take responsibility for a customer's enquiry or complaint. Even if they cannot help personally, they must introduce the customer to someone who can.
Objectives: understand the importance of taking responsibility for customer needs; witness typical service situations and learn from them.

902f MEETING AND GREETING (10 min)

This program details the proper steps to take to ensure making a positive first impression.
Objective: learning the importance of dealing with customers warmly and efficiently at their first point of contact.

902g QUESTIONING FOR CLARITY (9 min)

Customers often make statements which tell us how they are feeling but give us very little information. This video looks into how to turn that information into "high quality information".
Objective: learn how to recover more valuable information from the customer.

902h SATISFIED CUSTOMERS ... THEY'RE WORTH THE EFFORT (9 min)

Winning new customers is an expensive business, so keeping our existing customers satisfied is very important. With only 5% of unhappy customers actually complaining, effort must be made to make it easy for the customer to give feedback.
Objective: learn the value of good customer service.

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902i ***THE SINS OF CUSTOMER SERVICE*** (12 min)
Experts in customer service have found that customer service breakdowns can be divided into seven main categories. This program discusses how to avoid those problems and project a warm, welcoming atmosphere. **Objective:** become aware of the negative impact various common behavioural patterns can have on customers and learn positive alternatives.

903 ***QUALITY SERVICE: FRONTLINE COMMITMENT*** (23 min)
This program shows how frontline personnel strive to handle challenging customer situations. **Objective:** build an understanding of quality service; learn five key principles for providing quality service; see how problems can be turned into opportunities.

New in 1998

904 ***THE BOSS***
(1 video 21 min) by Earl Nightingale
How you handle your relationships with your customers will determine your success or failure – in business and in life. Earl Nightingale tells you how to live a rich, rewarding, meaningful life through special customer service.

New in 1998

905 ***CUSTOMER SERVICE CENTRAL***
(1 vol. – 18 min plus guide)
Customer service is one of the most essential ingredients to your company's success. Whether you provide machine parts to other businesses or whether you pour coffee for waiting customers, good service remains the same. You pay a key role in keeping your company's customers coming back. While you cannot prevent every problem, you are accountable for how you treat the customers you encounter. When you can resolve problems and provide excellent service, your company functions better and you look good. **Presentation:** dramatization with on screen host. **Audience:** sales reps/sales manager/front line workers/support staff. **Learning Objectives:** communicate effectively with customers by making them feel special and wanting to come back; anticipate and identify customer wants and needs, including solving complaints or problems.

New in 1998

906 ***SPIRIT OF SERVICE***
(1 vol. – 20 min) Peter Quarry and Eve Ash, Psychologists
People's expectations of service are constantly going up. We, as service providers, must constantly come up with new ways to improve our service. Covers key ways to I mprove service while at the same time identifying customer service 'sins' that turn customers off and the 'wins' that keep them coming back. **Presentation:** interview/discussion. **Audience:** at every level. **Learning Objectives:** Identify key ways to improve your customer service skills; learn the 'sins' that turn customers off and the 'wins' that keep them coming back

New in 1998

907 ***PHONE POWER***
(1 vol – 53 min)
George Walther, America's leading expert on telephone communication, proves that by managing your telephone techniques you can improve efficiency and productivity – and as a result, turn your telephone into perpetual moneymaking machine. This video offers blueprint lessons on answering, not answering, handling chit-chat, using effective language and avoiding telephone taboos.

New in 1998

908 ***TELECARE*** (7 vols)
a – g Drs. Rick Kirchner and Rick Brinkman draw on a combination of stand-up comedy, masterful storytelling and solid knowledge of their material to create unique presentations people learn from and remember throughout their careers. Train your people in crucial telecare skills ... use this for training new people ... refresh stale phone skills, rejuvenate a flagging team ... and motivate your people through a healthy dose of humour.

- a) ***The unique Challenges and Opportunities of Servicing Customers by phone*** ***(38:25 min)***
- b) ***The Multiple Roles of a Telecare Provider*** ***(58:45 min)***
- c) ***Self-Coaching: How to Continuously Grow and Improve in your Job*** ***(28:44 min)***
- d) ***The Tools of Telecare: Pointers to Help You in Specific Situations*** ***(32:44 min)***
- e) ***Dealing Positively With Even the Most Challenging Callers*** ***(39:30 min)***
- f) ***The 8-Step Path to Successful Phone Sales*** ***(45:57 min)***
- g) ***Connecting Points: Inspiring Superior Performance from your Telecare Team*** ***(36:50 min)***

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BUILDING A CUSTOMER-DRIVEN ORGANIZATION: THE MANAGER'S ROLE (3 vol)

First-class service starts at the top. Even if you do not deal with customers directly, they are still your #1 priority. Here you will explore the manager's role in customer relations.

***910a** (86 min) - Looking through your customer's eyes*

- How your customers see your business now, and what they want that you are not providing.
- Four crucial factors in delivering great service.
- How to establish valid criteria for measuring service.
- Seven proven ways to find out how your service rates with your customers now.

***910b** (72 min) - Today's Service Strategy - An in-depth look at today's service strategies*

- The four components of a successful service strategy.
- How to communicate your service "vision" to your people.
- Proven ways to anticipate and prevent service problems.
- The importance of maintaining customer friendly response devices, from telephone systems to warranties.
- PLUS, real case studies of effective service strategies.

***910c** (94 min) - Leading Your Service Team - How to build a customer-driven team.*

- How to get people behind your service vision.
- How to select and hire the right people for service jobs (and keep them happy).
- The three things you must do to educate your customer service staff.
- Surefire ways to keep enthusiasm for service high.
- How to get people to please the customer "on the spot".

FRONTLINE SERVICE (5 vol)

This customer service education series provides customer contact employees with effective tips for enhanced communication. This series leads the viewer from thoughtful theory into effective action and beyond.

***911a** Why service and what is it?*

This video outlines the basic elements involved in providing quality service and creating uniqueness. Employees will learn that their organization's success is built on the initiative of its employees. Also, by understanding the organization's special qualities, employees help their organization gain its deserved edge over competitors - which benefits everyone!

***911b** Service is inside out*

The better the understanding and enthusiasm the employee has about the organization, the more successful the employee/customer relationship. Teamwork plays an important role in customer satisfaction.

***911c** Create uniqueness*

Be better, faster, and different This video illustrates the importance of understanding the organization's unique
ness, and effectively presenting those superior qualities to customers.

***911d** Pay attention:*

The Customer's Perception Counts

A customer's view of the organization is directly affected by the relationship with customer service personnel. This section focuses on the importance of listening to the customer.

***911e** Recovery: Handling Complaints*

This section focuses on helping customers share concerns and complaints. This video illustrates the significance of active listening skills.

***912** REMEMBER ME* (2nd Edition)

Reduce customer complaints, increase sales and ensure repeat business with a quality attitude. Remember Me looks at service through the customer's eyes; shows employees how a little caring and empathy can go a long way toward keeping customers coming back.

***913** WHY CUSTOMERS LEAVE AND 18 WAYS TO GET THEM TO STAY (38 min)*

Service expert Lisa Ford shares her insights experience and candid advice. Keep just 5% more of your customers from bolting and you will boost your bottom line by a bundle. The secret? Just good old-fashioned customer service. That does not mean just smiling and being polite.

Some of what you will learn

- What "love" has to do with it: how to romance your customers into a long-lasting marriage instead of a short-term fling
- Why "good service" just isn't good enough anymore
- The single biggest complaint customer have, and the notorious runners up
- Why it does no good to "legislate" customer service through memos, policy statements and employee manuals - and what to do instead
- Smart ways to win back customers when it was your fault they left

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914 HUMAN MARKETING....HOW TO BECOME THE PREFERRED SUPPLIER OF WHATEVER YOU SELL. (1 vol. - 2 hrs.)

Donald Cooper presents his philosophy for selling service and his clients include companies, organizations and associations such as, the hospitality industry, IBM , KODAK, Samsonite Luggage, Delta Hotels Ontario Ministry of Recreation and Tourism as well as the National Hardware and Home Improvement Association. This video is presented to a general audience of service, manufacturing and retail people. How to keep customers for life, empower your staff; understand what business you are in; and become the preferred supplier. Expand customer preferences and loyalty: See what you could be doing wrong (identify out the "unhappy customer" and fix it; empower staff to consistently exceed customers' expectations by 30% every time. If there is no empowerment there is no service.

Service example: How companies have understood what business they are really in, have reinvented themselves in their customers' image and thrived in good times and bad. Focus on how to make people go "WOW"; how to make them laugh and smile and how to touch their hearts ... it works!!

915 TOUGH CUSTOMERS(1 vol. - 30 min)

Does your staff know how to handle them? Some are angry. Some are uncertain. Some are even invisible. But there is one thing all these customers have in common: they're tough. Tough to deal with, and tough to satisfy. Your staff needs to know how to handle them. Give them the expertise they need with this funny, fast-paced video. It is specially created for front-line workers, who come face to face with **TOUGH CUSTOMERS** every day. **Learn some simple pointers on how to handle each type of tough customer:**

- The Uncertain Customer
- The Angry Customer
- The Invisible Customer
- The Internal Customer

TOUGH CUSTOMERS is an essential introduction to the art of customer service - make sure all your new customer service people see it.

How to be an OUTSTANDING RECEPTIONIST

(3 vols - 1994) Revised

916a You are the "front line" of your organization.

As the receptionist, you are the first person visitors meet when they arrive at your workplace. So even when the telephone is ringing out of control ... visitors are getting antsy in your waiting room ... and deadlines are staring you in the face, your organization is counting on you to project a professional image - a first impression people will remember and respect. You are also the first voice a caller hears. Within the first few minutes - sometimes even seconds - the customers are forming an opinion of your organization.

Learn

- How to win people over from the start
- Make people feel comfortable
- Hints for remembering names
- How to use eye contact to make people feel at ease
- What you must do when a visitor arrives, no matter how busy you are
- A self test to assess your telephone skills
- Tips for setting up a businesslike waiting room ... and arranging your own work space in a professional, yet personal manner
- Steps to build rapport quickly and easily
- How to set the ton and create the image that callers and visitors expect from your organization
- The best ways to greet and transfer people on the phone.

916b Confident, competent and composed.....

- Screening calls to get the information you need with out upsetting or insulting the caller
- How to adjust your voice (volume, tone and pitch) to project confidence and friendliness
- How to be more assertive, yet still polite
- How to deal with people who demand too much, ramble on and on, are confused or seem too aggressive
- Understanding the power of positive phrasing - and how to say "no" with a "yes"
- Taking a look at what you say ... language and phrasing can add to your credibility (or diminish it in a flash!)
- The "art of listening": tune up your listening skills and tune in to how people really feel.

916c Make every day more positive and productive

1. Perfect your telephone skills.
2. Project an image that commands respect
3. Become more than "just a receptionist"

Learn:

- Learn the LEAPS system for dealing with difficult callers
- 4 problem-solving scenarios to help you deal with unreasonable requests, rambling callers and abusive attacks
- Conducting a "busy circuit study" - what it can tell you and how to use it to get help when you need it
- Ways to get more and better help from your co-workers
- Techniques to reduce your level of stress when you cannot get away from your desk
- Your #1 shield against stress ... what it is and how it works
- Basic wardrobe considerations that spark your "halo effect"
- Proven techniques for staying fresh, alert and sincere all day long
- When everyone wants your attention: how to juggle

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multiple priorities and still keep your sanity
- How to make sure you're always covered for breaks, vacations, training and sick days.

PROFESSIONAL TELEPHONE SKILLS (3 vol)

917a Be More Confident and in Control on the Telephone - Time-Saving Tips that Increase Caller Satisfaction. (63 min)
You'll learn how to: Make every caller a satisfied caller; increase your confidence and effectiveness; transform the phone into a powerful service tool; deal with angry and abusive callers.

917b Take Advantage of Every Telephone Opportunity. Make Every Call More Positive and Productive. (72 min)
You'll learn how to: gain each caller's trust and loyalty; keep the human touch in every call; get advanced telephone techniques.

917c Handling Angry Callers and Telephone Technology (62 min)
Handle angry callers, defuse the situation, resolve complaints and overcome resistance. The indecisive caller, the nonstop talkers, abusive callers. Using Voice Mail, correct way to leave and receive messages, etiquette for today's technology.

918 EVERYBODY'S IN CUSTOMER SERVICE (17 min)

Well-known Australian personalities, Garry Who and Jane Hall feature in a number of roles in this program to demonstrate that Everyone's in Customer Service! We see them in such roles as receptionist, trades person, repair person, delivery driver, accountant and manager.

The program shows how each and every person in an organization can have a negative or positive impact on customer service. You will find that its many applications will be useful in a wide range of training sessions for audiences of different levels of experience and different interests.

Learning objectives:
Learn how each and every person in an organization can have a negative or positive impact on customer service.
Learn that everyone at some point has to serve a customer - whether it is to sell a product, service, or themselves.

DEVELOPING A CUSTOMER RETENTION PROGRAM

(4 vol. - 3 hrs. 35 min)

How to increase repeat business and build customer loyalty

Your company already gives great customer service. But how do you build on that success to keep your customers coming back..... for life? You need to take the next step and create customer loyalty doesn't come from merely satisfying your customers. It comes from building emotional partnerships with them (they have to *love* you not just *like* you.) By developing a step-by-step customer retention approach - and getting your people to support it. With these new audio and video training program, you will learn simple steps you can take to hold onto your customers ... and how to apply each specific technique in your organization.

919a Vol. 1 - Increasing customer retention means a healthier bottom line.
Gain the tools and ideas you need to set up and maintain a retention program that will boost your organization's profits.

919b Vol. 2 - Build customer partnerships and create lifetime loyalty. **You'll learn:**

How to figure your customer defection rate. Root causes - why they are really leaving.Systems that produce industry-leading service
Daily execution: building and managing an outstanding service staff.

919c Vol. 3 - Essential training for all managers and supervisors
A commitment to customer retention must start at the top. It is particularly important for management personnel in customer service centres, operations, telecommunications, retail sales, order processing,,,and any one who trains them. With the step-by-step approach, this program teaches, all your managers will have a solid plan, and concrete skills to get your organization committed to customer retention. Share this program with your entire team.... that way, all your people will be thinking about ways your organization can improve service and keep customers (nobody has a monopoly on good ideas, so it is best to get everyone involved).

919d Vol. 4 - Learn from customer retention programs that help today's successful organizations....
...Monitor customers' wants and needs Learn from La Creme, a quiet San Francisco restaurant that generates 90% of its business from repeat customers. How? They use a simple database to keep up with their customers tastes.
...Get people excited about serving the way Mastercare, a chain of auto service centres, does. Their new training and compensation systems raised customer retention 25% (and lowered employee turnover 40%)
...Stay in touch with customers. Proctor and Gamble maintains a 24 hour toll-free hotline that is listed on all its products. Customers can call any time for advice on how to use a product or any problems related to using a product. One great idea usually sparks another. So have a

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look at what these and other leading companies are doing. Then think about how you can use similar strategies to hold on to your customers.

920 QUALITY CUSTOMER SERVICE

(1 vol. - 20 min)
This best seller provides hands-on training for quality customer service. It teaches employees how to transmit a positive attitude, identify customer needs, provide for those needs and cultivate repeat business. The exercises, quizzes and case studies reinforce the skills needed to make every employee aware of the importance of providing excellent service.

921 CUSTOMER SERVICE CONNECTION

(26 min)
Quality customer service has always required tact, consideration and conflict management skills. Now quality management programs call on customer service representatives to serve as critical information resources for your entire organization. This program is designed to assure that everyone who works with customers understands both sides of the customer service connection.

Learn how to:
Greet, listen observe, evaluate and respond
Manage rushed and overly-busy situations
Resolve customer complaints
Handle angry and manipulative customers
Identify critical customer service information
Communicate customer information to your organization
Demonstrates timeless, universal skills for counter, telephone and floor service - techniques that cross over from retail, to service to business-to-business industries. Use it to assure that all employees focus on your company's most important asset - your customers.

THE ADVANTAGE: A Guide to Service Quality Management Canadian production (4 vol)

This program will understand the principals of service quality management and will guide you through the process to improve service in your organization. The ideas are universal to service quality management. This program can be used for a group or individual self-instruction . This video series presents case studies of service quality strategies from a diverse group of private sector and public sector organizations. The case studies are arranged within the subject of each episode. As real-life profiles, they do not follow a single path but present different examples on which to inspire your own service quality strategies.

922a FROM STRATEGY TO IMPLEMENTATION,

Part 1 - (27 min)
This episode presents a practical model of the key elements of service quality and shows how they work together. Then we examine leadership in more detail with profiles of three people who led their organizations toward exemplary customer service.

922b LISTEN TO YOUR CUSTOMERS

Part 2 - (27 min)
This episode begins with the question, 'what business am I in?' When you know what business you're in, you'll know who your customers and competition are. You'll learn how some organizations gather, interpret, and use research about customer needs and expectations, then use the information to improve service.

922c BUILD THE CUSTOMER INTO YOUR BUSINESS,

Part 3 - (1995 - 1 tape - 27 min)
Once you know who your customers are and understand their needs and expectations, then what? This episode shows the traditional ways of doing can interfere with customer service. You'll learn how to identify service barriers and realign your organization to be customer-driven.

922d THE HUMAN RESOURCE FACTOR

Part 4 - (27 min)
In the service business, a product isn't sold unless someone delivers a service. This episode shows how to create a workplace in which employees can deliver exemplary
service. You'll see how different organizations improved service by way of employee participation training, and more.

PLEASING YOUR HARD TO PLEASE CUSTOMERS

(3 vol) - Dr. Rick Brinkman
How to serve their needs - and save your sanity.

923a Raise your awareness and lower your voice

(55 min)
Satisfying hard-to-please customers can be a frustrating challenge. Even your best people may not have the skills, experience or attitude to handle a really tough customer or client. But these days, you can't afford to lose even a single 'difficult' customer. You'll learn everything you need to gracefully take charge of difficult or uncomfortable situations. You will discover new ways to quickly 'connect' with all types of customers and develop strategies that will lead them to a positive resolution.

923b The best ways to deal with your worst customers (95 min)

It is your job to serve, please and even sell tough customers. You will learn the skills you need to recognize and 'read' the eight types of problems. You will find out how to redirect their emotional energy in a more positive way and learn problem-prevention skills to help you better

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deal with them. When you gain the skills to recognize problem customers and meet their needs, you are on your way to finding common ground, solving problems and pleasing your toughest customers.

923c How to eliminate the root causes of customer dissatisfaction (64 min)

Believe it or not, not all problem customers were born that way. Sometimes they only start to grumble or turn into 'attackers' shortly before they come into contact with you. Most customers do not want to be difficult - they just need special attention. Many disgruntle customers got that way because something happened earlier. In this volume, you will learn a series of customer problem-prevention skills.

New in 1998

924 BUSINESS ETHICS (18 min)

What is ethical behaviour in business? It might not be black and white. Ethics, at times, can be a muddy, gray mess without a clear answer. This collection of complex ethical scenarios will spark interest and conversation among participants. By involving the audience in resolving conflicts, the members will learn sound decision-making skills. Filmed in a variety of settings, this comprehensive program is just right for the private or public sector, for organizations small or large, for manufacturing or for white collar business. A must see!!

New in 1999

JUST A CALL AWAY SERIES

Advanced Telephone Skills ... particularly relevant for Call Centers.

925a The Really Angry Customer

(1 tape - 14 min - 1999)

Learn how to handle angry callers in a rational way, without getting defensive or making excuses, to get the problem solved.

Jackson Smith arrives at the airport anxious to catch a flight so he can join his wife who has just gone into labour. How ecstatic is he to discover that all his credit cards have been cancelled. Mr. Jackson Smith is filed under "dead". Picture the scenario, it takes a skilled and experienced agent to keep him calm, and to solve his problem.

925b It's Your Call

(1 tape - 14 min - 1999)

Learn how to help your caller communicate their needs and guide them to make a decision. Understand the importance of product knowledge and giving options.

Lena is a telephone customer service agent in a busy entertainment booking company. She is under constant pressure to increase call rates and maintain customer service standards. To add to her frustration, she encounters a delightful old man called George who is completely inexperienced in using their service and isn't really sure what he wants. Our story follows Lena as she learns valuable techniques for maintaining ownership of the call while staying friendly, interested, and providing excellent customer service.

925c Attitude is Everything

(1 tape-14 min - 1999)

Learn how our attitude can profoundly affect the lives of other people. Key points include body language, voice tone, active listening, understanding customer emotions and the ladder of loyalty.

We understand Jackson's frustration when he narrowly misses the plane and the airlines do not have another flight. Jackson telephones another airline. This is where he encounters Billy. Billy seems to be a nice guy, but with only 6 minutes to go until he finishes his shift, the last thing he wants is to deal with a customer who wants him to move heaven and earth. Through Billy we learn how our attitude can profoundly affect the lives of other people. After a few false starts, Jackson does make it to the hospital.

Also check

3212j - Service (Growing a Business)
2235 - Implementing Total Quality Management
1705 How to Overcome Negativity in the Work place

Decision Making

951 SYSTEMATIC PROBLEM-SOLVING AND DECISION-MAKING (20 min.)

A practical approach to problem-solving and decision-making in business, this video offers a six-step plan to problem resolution. Self-study exercises, checklists and case studies lead the audience through this proven process.

New in 1998

952 PROBLEM SOLVING AND INITIATIVE

(1 vol.- 20 min) Peter Quarry and Eve Ash, Psychologists. Today's work environment dictates that people take more initiative in solving problems. Reviews a 4 step formula for solving problems, defining, analysing, generating a solution, and developing an action plan.

Presentation: interview/discussion. **Audience:** At every level. **Learning Objectives:** Learn key steps to solve problems and come up with workable solutions; Review barriers that may arise when solving problems

Delegation

HOW TO DELEGATE WORK AND ENSURE IT'S DONE RIGHT (2 vol)

If you're going to move up in your organization, you must delegate. This video will teach you how to delegate the projects you should, when to keep the projects only you should do...and how to know the difference.

Learn how to delegate the projects that are bogging you down. When you do, you'll be free to accomplish more and take on higher challenges. The result? Your team will be more motivated and productive than ever. And so will you.

1000a Vol. I (85 min)

What delegation is...and isn't. Not delegating. The subtle way to sabotage your career. Ways to increase how much you delegate. How to be sure you're delegating challenging work. Four key reasons savvy managers delegate.

1000b Vol. II (75 min)

How to use delegation to fire up your people. The Golden Rule of Communication vs. The Platinum Rule. How to prevent upward delegation. A no-fail system for matching the right person with the right project. A step-by-step system for building commitment when you delegate to peers.

Also check

1531e - Delegating and Supervising

1281 - Psycho Geometrics

Empowerment

EMPOWERING OTHERS/EMPOWERING YOURSELF
(2 vols)

1005a Empowering Others

shows you how people are using empowerment to build confidence and trust in others, to develop enthusiastic and productive work groups, and to install a vision that gets everyone working together. You'll find out how to provide others with the critical "power tools" that multiply their chances of success.

1005b Empowering Yourself

You'll see how empowered employees have made a real difference in the bottom-line success of their organization. First, you'll learn what empowerment is and how it relates to what your organization is striving for. You'll come away with insights, strategies, and guidelines to help you empower yourself.

1006 THE EMPOWERED WORKER:
Doers and Planners. (20 min)
Dr. William Metcalf takes viewers to a company that has successfully empowered its workers and transformed passive followers into high-powered, star performers. You will discover that individuals who best meet the challenges posed by empowerment recognize the need for change, formulate goals, then quickly adapt to new realities.

Key training points:
- Empowerment: challenges and rewards
- Strategies for the empowered worker
- How to intelligently plan projects
- How to formulate goals
- Intelligent risk taking
- The necessity of a balanced life.

Also check

308a - Managing Your Future in an Age of Uncertainty
1451b - High Impact leadership - Vision and Empowerment

Exhibitions

THE GUIDE TO PROFITABLE TRADE SHOW MARKETING A successful trade show program starts long before the trade show. The Skyline Exhibitor Expertise Series will ease your fears about the cost and complexity of trade shows. This self-study course gives you, for the first time, the analytical and scientific tools to effectively and profitably run your trade show program. This course will guide you in discovering how to fully reap the opportunities that trade show marketing offers. Including documentation.

1101a Basic Building Blocks. Selecting Shows, Exhibit Design, Budgeting and Planning.

1101b Getting Traffic to Your Booth - Space Selection, Pre-Show Promotion, At-Show Promotion and People At Trade Shows.

1101c Getting More From Your Trade Show Investment - Promotional Case Studies, Lead Management, Setting Objectives and Measuring Results and Planning Exhibit Set-Up.

1101d Exhibit Selling
Using The Selling Skills, Nonverbal Communication, The Attendees, The Exhibitors and Exhibit Staff Management.

1102 TRADE SHOW GOLD - A guide to international exhibiting. (26 min) Good for all trade shows.
This program shows how to make a trade show work for you, including: selecting the right show for your company; size, location; regulations of the display booth, and the six steps to success at a trade show.

1103 a- b THE SUCCESSFUL EXHIBITOR *(1 vol. + book)*
MAKE MONEY AT TRADE OR CONSUMER SHOWS
Barry Siskind, North America's foremost trade and consumer show expert. President of International Training and Management Company, a business specializing in helping exhibitors achieve excellence in their trade and consumer shows, also a member of the Canadian Association of Exposition Managers and the Trade Show Bureau. Choosing the right show for your product is just the first step. Detailed goal setting, careful planning, meticulous execution and energetic follow up are important to the profitability of your exhibit. Whether you are a newcomer or an old hand ready for a refresher course, you can benefit from the secrets of success on the show floor that are shared in this video/book. Answers such questions as:

- How can I identify my show goals?
- How can I maximize any booth location?
- How do I make the best use of the 3.5 seconds I have to approach each show visitor?
- How does body language help identify and qualify a 'ready buyer'?
- What are the special considerations of international exhibiting?
- Why is my relationship with the show manager important?
- What will create interest in my product or service?
- How can I go on making money after the show is over?

FINANCE FOR NONFINANCIAL PROFESSIONALS

(3 vols. - 3 hrs.51 min.)

How to get literate in the language of money

This streamlined finance course helps you get a firm grip on essential skills in accounting, financial and budgeting. These are skills no on-the-move professional should be without. After experiencing this program, you will make more informed decisions. Your goals will be more realistic and attainable. You will be equipped to make long-range plans. You will avoid spending mistakes that put you in a bind. And you will be recognized for your "big picture" insights into your organization.

Some of what you will learn:

1153a Overcoming the fear of finance

- How assets, liabilities and equity reveal your organization's financial condition
- Double entry bookkeeping demystified
- Analyzing business transactions

1153b Becoming financially literate

- Accrual vs cash methods of reporting
- Direct costs vs fixed costs
- Analysis of income statements and balance sheets
- Testing for liquidity, leverage and solvency
- Liquidity ratios, leverage ratios, profitability ratios and activity ratios
- Pro forma cash flow: timing revenues and expenditures

1153c What it takes to make a workable budget

- Budgets for measuring, controlling, motivating, timing and projecting
- Building valid assumptions
- Projecting revenue, costs of sales, and operating expenses
- Using the break-even formula to project budget revenue
- Applying cash flow spreadsheets to effectively manage your budget

1154 RAISING CAPITAL - How to Finance Your Business (1 vol. - 90 min)

Where should you turn to finance your company's future growth? How should you approach a lender when asking for a loan? Why has the business plan become a required component in starting a business? What are the secrets to solid cash flow management? These are some of the most common questions very entrepreneur asks in the start-up stages of running a business. In this 90 minute video, 8 top business leaders will offer answers, advice and insight on financing your business.

Part 1: The Mosaic Approach to Attracting Money

- How to make your company financially attractive to a wider range of creditors
- Looking inside your company for unconventional credit sources

Part 2: Tapping the Private Equity market

- Discover how you can tap into the "Institutional Private Equity Market" which represents over 36 billion in investment dollars
- How to obtain credit for your company's future today

Part 3: How to Shop for the Bank that Serves Your Needs

- Locating a bank that specializes in servicing your I ndustry's needs
- Questions you should ask your prospective loan officer
- Tips on when to ask for a loan

Part 4: Dealing with the Bank

- How to prepare for your loan officer's questions
- What you should do when a Banker says "NO"

Part 5: The Business Plan: Your Ticket of Admission to the Investment Process

- Six entrepreneurs reveal the potential benefits and key elements of an effective business plan

Part 6: Cash Flow Management

- How to maximum sales and minimize your company's credit risks
- A five-part cash flow management system that you can implement today
- Collections: keys to improving pay-up while maintain ing customer satisfaction

1155 BUDGETING BASICS (1 vol. - 30 min)

With Emile Woolf. Avoiding jargon and technicalities, Woolf explains budgeting. For those who are not finance specialists, and yet still have to come to grips with budgets, it is a straightforward explanation of what budgets are; how to prepare and use them; and issues list cost control, cashflow and variance analysis.

1156 PROVEN COLLECTION STRATEGIES

a - b (2 vols - 2 hrs.32 min)

Using the mail, phone and outside agencies to retrieve lost dollars. Gain the skills for settling accounts quickly and easily -- without alienating your customers in the process. You'll get powerful insights into the psychology of collections .. learn how to get better results with your letters and telephone calls ... how to work more effectively with outside collection agencies.

Some of what you'll learn:

- Six key elements of a successful collections program
- A simple record-keeping system to help you monitor debtor promises and behaviours How to work with customers who have legitimate reasons

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for not paying
- Specific language that will compel your customer to pay
- The best replies for common delaying tactics, excuses and complaints
- How to ensure a firm payment commitment at the end of each conversation

NOTE: This program emphasizes U.S. laws. Laws in other countries may vary.

1157 FINANCE AND ACCOUNTING

(1994 - video 55 min; audio 61 min)

For the Non-Financial Manager - a concise practical approach to mastering financial fundamentals. Viewers develop financial language and learn how to read and understand financial reports. Wharton professor John Percival presents the principal tools of capital budgeting. Clear, animated graphics provide a visual model of the process of cash flow discounting, allowing viewers to conceptualize present value and internal rate of return calculations. Accounting professor Peter Knutson illustrates the concepts and terminology of modern accounting. Viewers learn to recognize essential data in financial statements, and they learn how to interpret key performance ratios concerning liquidity, profitability, solvency, inventory and receivables.
Specific topics include:
Financial statements: What's important and where to find it.; Balance sheet, Income statement; Cash flow statement; Cash flow, depreciation and profitability: How they are linked; Inventory Accounting: LIFO and FIFO; Capital budgeting: How to evaluate and rank investment opportunities; Net present value Internal rate of return

1158 MAXIMIZE CASH FLOW

(1 vol. - 27 min)

Learn through detailed explanations and examples how to plan, manage and control the cash your business needs. Experience eye-opening ways to use barter. Great suggestions and common sense ways to generate cash from current business. Essential, smart ways to infuse your company with cash.

THE BETTER BALANCE (1996 - 2 videos - 41 min)

1159a Part 1 - (11 min)

This video explains why collaborative management and team building in the workplace requires an approach which draws everyone into the decision making process. In order to do this, all employees must have a basic understanding of how a company operates from a financial standpoint.

Learning Objectives: Understand why the entire workforce should be trained on how a company operates financially; Learn the necessity of understanding basic business accounting; Learn to be proactive to change by understanding company profitability.

1159b Part 2 - (31 min)

The relationship between income and how much it costs to earn that income and operate a business are expressed in company profit and loss statements. This video will give a basic understanding, from liabilities to assets on how a company operates financially and earns a profit. Ideal for all levels of employees, entrepreneurs and students. **Learning Objectives:** Learn how a business works by understanding basic accounting functions; Help employees to understand the 'big picture' and changes in business; Achieve a basic understanding of business from liabilities to assets, from cash flow to depreciation.

PRACTICAL BUDGETING SKILLS FOR MANAGERS

(4 vols) with Fred Moore

1160a Vol. 1 - Building Valid Assumptions - (53 min)

A well-prepared budget can be one of your best tools for steering your projects and department. It helps you determine where and when money flows in, out and around your organization. That means crucial planning, spending and staffing decisions are often based on the budget you create. It is a big responsibility to shoulder but building a budget - and making it work - does not have to be a back-breaking chore. Discover what you need to do before you design your budget. Learn to build valid assumptions upon which to base your financial decisions. Gain a thorough understanding of the cash-flow process and learn to build flexibility into your budget so you can react quickly to changing financial forces.

1160b Vol. 2 - The Operating Budget - (61 min)

In Vol. 2, you will roll up your sleeves and dive into the 'nuts and bolts' of operational budgeting. You will learn to break down income statements line by line - and gain easy-to-follow formulas that help you calculate must-know numbers. You will learn to use historical data and market analysis to predict incoming revenue. Plus you will discover ways to use your budget to help you control inventory, materials purchasing and other operating costs.

1160c Vol. 3 - The Capital Budgeting - (63 min)

It seems just about every day someone in your workplace requests something they need to make 'the

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place run', new software ... extra office supplies ... a more efficient copier. And as a manager, you are often the one who proposes of decides what gets bought, and when. Making those choices isn't always easy - and neither is defending them. That's where Vol. 3 can help. You'll get formulas that help you calculate future and present values of money. You will learn to make quick, yet prudent, lease vs buy decisions and you will gain new ways of tracking inventory for your organization.

1160d Vol. 4 - Managing Your Budget - (61 min)

You've done your research built valid assumptions ... made careful projections and prepared a budget that wins approval. Now the real work begins.
After all a budget is like a rudder you can use to navigate your organization toward greater profits. But it won't keep you on course if you are not at the helm steering it. And that is what Vol. 4 will teach you to do. You will learn to use your new financial knowledge to anticipate the impact of money spent react quickly to changing financial conditions (internal and external) ... and control cash flow through well timed purchasing. You will also learn how to bend your budget to meet changing needs without breaking down spending safeguards.

FINANCE 1-2-3-4-5 (5 vols - 1997 - 15 min each)
Developed by the Business Development Bank and are available on loan but if you are interested you can Purchase them separately for $14.95 each plus HST through BDC, Fredericton, NB; Telephone (506) 452-3030, Fax 452-2416. (1-888-463-6232)

Watching alone or with others stimulates creative insights about your business again and again - with step-by-step guidance to help you get real results. A light-hearted way to get the real business of helping yourself to profit.. This series uses animated pictograms to help you get right to the heart of the matter.

1161a Bookkeeping
- ◊ Organize financial information so you can use it
- ◊ Clarify your understanding of debits and credits
- ◊ Organize your activities with their financial impact in mind

1161b How to read financial statements
- ◊ Interpret and understand the key statement
- ◊ Improve the quality of your decisions Use your financial data for better planning

1161c Financial Analysis
- ◊ Improve your decisions with proven techniques
- ◊ Know what to fix and when
- ◊ Use simple formulas to monitor your progress

1161d Financial Forecast
- ◊ Decide where you want to be so you can get there
- ◊ Clarify and quantify your plans
- ◊ Capitalize on your productive assets

1161e Cash Flow Forecast
- ◊ Identify your cash needs ahead of time
- ◊ Get the cash you need when you need it
- ◊ Monitor your cash for better control

1162 FINANCIAL STATEMENTS

The Stanford Video Guide of Financial Statements for Non-Financial Managers.

(1 vol - 25 min) Dr. George Parker, Associate Dean for Academic Affairs, Dean Witter Professor of Finance and Management, and Director of the MBA program at The Stanford School of Business. A consultant for companies in a wide range of industries.

A Tale of Two Restaurants...

Two non-financial managers are assigned to the job evaluating and comparing financial statements of two restaurants and selecting one for acquisition.

Introduction to Financial Accounting
- The Accounting Function
- Generally Accepted Accounting Principles
  - The Matching Principle
  - Conservation

The Balance Sheet
- Assets
  - Current Assets
  - Long Term Assets
  - Other Non-Current Assets: Goodwill
- Owner's Equity
- The Basic Accounting Equation

The Income Statement
- Operating Segment
- Cost of Goods Sold
- Inventory Accounting
- Operating Expenses
- Depreciation
- Operating Income
- Non-Operating Segment

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Cash Flow Statement

- Cash Flows from Operating Activities
- Non-Cash Charges
- Current Assets and Cash Flow
- Current Liabilities and Cash Flow
- Net Cash Provided by Operating Activities
- Cash Flows from Investing Activities
- Cash Flows from Financing Activities

Related issues discussed in the study guide include straight-line, accelerated and units of production depreciation methods, and liquidity, solvency, interest coverage, price earning, and profitability ratios.

1221 SEXUAL HARASSMENT: WHAT IT IS AND WHAT WE CAN DO TO STOP IT

(21 min)

This dynamic awareness program helps all your personnel managers and non-management - learn how to: recognize sexual harassment in the workplace; understand the consequences of allowing harassments to continue; put a stop to harassing behaviour.

1222 SEXUAL HARASSMENT IN THE WORK PLACE

(produced by Labour Canada)

Sexual harassment in the workplace - What is it? What are the consequences? What are employer's responsibilities and employee's rights? This video explores the issue, clarifies misconceptions and provides information on prevention and redress.

1223 SEXUAL HARASSMENT

a - c (3 vols. - 2 hrs.6 min.)

How to protect yourself and your organization. Your best defence is knowledge. That is where this program comes in. In three clear comprehensive sections, it explains

everything you need to know to:

- Clear up the confusion about what is (and what is not) sexual harassment
- Handle harassment if it happens to you
- Respond appropriately as a manager

Parts 1 and 2 of the program present the definitions of sexual harassment and the communication issues involved. Part 3 is designed to help managers set policy and handle sexual harassment issues skilfully.

NOTE: This program emphasizes U.S. laws. Laws in other countries may vary.

Some of what you will learn:

- Redefining harassment in easy-to-understand, every day terms
- How to differentiate "quid pro quo" from "hostile work environment" harassment
- Why "ignorance" is no excuse or defence
- Seven factors that help you decide if certain behaviour will be perceived as sexual harassment
- What to do when the Harasser thinks you are being "too sensitive" and you think the harasser is "out of line"
- Seven on-the-spot strategies for handling sexual harassment successfully
- Your rights and responsibilities when you think you are being harassed... or when you are accused of harassment
- What to do if you are unable to handle a problem on your own
- What your organization must do as soon as a problem is identified
- Guidelines determining the validity of the charges
- Suggested discipline measures for various kinds of sexual harassment
- How to reduce your liability through proper documentation

1224 WORKPLACE HARASSMENT (16 min)

This video is designed for use by employees and managers and is most effective as part of a wider strategy for preventing workplace harassment. The dramatic presentations and the discussions in the video help make the following points:

1. Workplace harassment covers a wide range of behaviours.
2. Sexual harassment is one form of work place harass ment, but there are a number of other easily identifiable forms which do not have a sexual component. The program looks at sexual, religious and racial discrimination as well as bad business practice procedures.

Learning Objectives:

Learn the kinds of behaviour that count as workplace harassment. Learn the legal position of the employees and the organization Find out how to prevent workplace harassment. Learn ways of dealing with particular instances of workplace harassment when they occur.

1225 THE GLASS CEILING (28 min.)

Discrimination against women in the workplace is taking on increasingly subtle forms. The Glass Ceiling presents five women from a variety of backgrounds who must use strategy, humour and determination daily in an effort to attain equality. Now, more than ever, women's voices must be heard as their presence in the job market continues to shake up conventional ideas about work and success.

THE RESPECTFUL WORKPLACE (3 vols)

1226a Opening the Right Doors

Teaches employees skills for dispute resolution and diffusing hostility. We learn to take responsibility of eliminating intimidation, bullying and harassment from our workplace culture.

1226b Diffusing Hostility Through Customer Service

Takes a strong customer service training approach to the issue of working with hostile customers. Important communications skills are taught which will help employees turn difficult customer service challenges around. However, where abusive customers cross the

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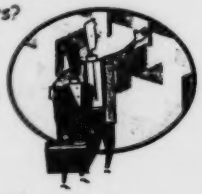
lines of acceptable behaviour, employees are empowered to put their physical and emotional safety first.

1226c *Managing Harmony*

Defines the role leaders must play in creating and supporting a non-violent, respectful workplace. We explore the organizational costs of inappropriate behaviour, diffusing hostile situations, aligning policy and behaviour with the organization's values, how conflict can be a positive force, and the organization's responsibility to provide effective avenues for dispute resolution

1227 *UNDERSTANDING SEXUAL HARASSMENT IN THE WORKPLACE* (1 vol. 17:10 min)

by Price Waterhouse. What is 'sexual harassment'? Can any comment of a sexual nature in the workplace be considered 'harassment'. Does a remark about a fellow employee's clothing or perfume cross the line of acceptable behaviour? Are different rules of conduct applied to co-workers? Managers? Customers? And, what if you are the person accused of inappropriate conduct in the workplace? Among employers and employees there is an increasing awareness that sexual harassment can be a destructive and counterproductive force in the working environment, indeed, organizations have a legal obligation to provide employees with a workplace that is free of sexual harassment and many employees have become quite aware they have a legal right to be protected. The difficulty, sometimes, is knowing where to draw the line.



1228 *FOUNDATION FOR FAIRNESS* (28 min)

Produced by The New Brunswick Human Rights Commission

What is Prejudice? (22 min)

Filmed in documentary style, What is Prejudice? traces the development of prejudiced ideas from small children through to adults, while providing practical advice to help combat prejudice and discrimination. Closed caption.

A Parable in Black and White (5 min)

Examines the nature and breadth of prejudice as seen through the eyes of two hobos, one black and the other white. What happens while they are out on a walk one day leads to an understanding that, despite our differences, we are all human.

Masks (1 min)

Is a one minute public service announcement which illustrates the influences that adults have in the formation of prejudice. Using colour symbolism and an upbeat sound track. Masks demonstrates how the differences between us are often cosmetic. Closed caption.

New in 1999

1229 *VISION FOR EQUALITY*

1997 - A production of the New Brunswick Human Rights Commission and Fundy Communications Inc. A four-part video series accompanied by a book. (108 min)

Human Rights in New Brunswick 26 min

The Human Rights Act and the compliance and educational roles of the New Brunswick Human Rights Commission are the main features of this video. This information is complemented by "on the street" interviews which explore the importance of human rights in Canadian society.

Valuing Diversity 28 min

Participants from community and professional organizations, government departments, educational institutions and corporations in New Brunswick, explore how organizations can fully appreciate and benefit from diversity in the workplace and other environments.

Combating Harassment 27 min

Educators, advisors, personnel managers and counselors explore the many questions concerning sexual harassment and provide useful advice on how best to recognize, prevent and eliminate it. This video also provides information on the types of harassment prohibited by the Human Rights Act and identifies avenues of redress.

Educating for Equality 27 min

A wide array of individual discuss their involvement with human rights education, the varied approaches they have taken, the availability of resources and the importance and benefits of human rights education for individuals, families, communities and society in general.

1280 HOW TO TRAIN WITH VIDEO

(1 vol. - 1 hr)

Using videos to fast-forward training in your organization. In today's TV culture, it is no wonder video is the most popular form of training. After all, no other medium lets you bring the latest training programs to your workplace in such a convenient, cost-effective and entertaining way.In this program, we will train you on how to train with video. You will learn what to look for in purchasing videos ... creative ways to use them ... and how to maximize the impact of every program you purchase.

PROGRAM HIGHLIGHTS

- Evaluating program credibility and effectiveness - before you buy
- Integrating video with your existing training program
- Key questions to ask that raise your organization's "collective curiosity"
- Motivating your people to watch and learn on their own time (It can be done!)
- Incentives and rewards ... how to entice your people to learn
- Tips to help you tie training into regular performance evaluations
- The power of the "hidden perk": how to make your people feel good about what you are offering.

1281 PSYCHO GEOMETRICS

(1 vol. - 1 hr.)

The science of understanding people, and the art of influencing them.

Explore the "geometry " of the personality - and discover what your "shape" says about you. You will also see why others act (and react) the way they do.

Program Highlights:

- A quick look at your own personality traits and quirks"
- Ways to get on other people's "wavelength"
- Adapting your communication style to get better results with your boss, employees, co-workers and customers
- How team members affect each other and how to form a supportive unit.

1282 CULTIVATING INITIATIVE IN YOUR a - b STAFF (2 vols. - 1 hr.57 min.)

How to motivate your people to think for themselves and act for your organization.

If you are like most managers, cultivating initiative is one of the most important issues you face. The pressure is on to accomplish more with less to develop your people to manage more direct reports to solve problemsand to have a steady flow of new ideas. How do you get it? By teaching your employees to work more independently. And by getting them invested in your organization's goals. In other words, you manage for initiative. It is a matter of sharing authority without losing control. There is nothing magical about it. Cultivating initiative involves specific management practices. Here is the best part: Your employees will be more motivated, more productive and happier with their jobs.

Some of what you will learn:

- Why more people do not take initiative: common roadblocks - how to eliminate them
- The most surprising fact about employees who lack initiative
- How to create a fertile environment for initiative
- How to communicate precisely what you expect from your people so they can "go it alone"
- Authority vs responsibility: making it clear when people should act alone and when they shouldn't
- How to identify and hire self-starters
- Five ways to cultivate a self-starter attitude throughout your staff
- How to make sure your people have sufficient fredom to take initiative
- How to show that you sincerely value employee input
- Providing new opportunities for creativity and interac tion
- Why you must learn to tolerate failure - and the steps to doing so appropriately
- Four steps you can take right away to get your people initiating

HOW TO BE A BETTER TRAINER

(3 vols.- 2 hrs.30 min) - Helen Sutton

Techniques to stimulate, motivate and teach your trainees the most in the shortest time. This three-volume video program quickly brings you up to speed on the latest training ideas and techniques. You will get solid, hands-on instruction from professional trainers. This program will help you design and conduct training that delivers results - for your trainees, for your organization and in your own career.

1283a Vol. I: How do you fit in?

- How to demonstrate the value of training to your trainees (and to upper management.)
- A five question quiz to help you debunk common myths about training.
- The characteristics you need to be an effective instructor.
- Training pitfalls: 10 faults to avoid.
- How to plan your training program from the learner's point of view.

1283b Vol. II - Training Methaods - Look at on the job training issues.

- How to make supervisors and managers a part of your training team.
- Understanding and managing the five phases of on-

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the-job training.
- Utilizing the five major training tools: demonstration, lecture, group discussion, textbooks/manuals and exercises.

1283c Vol. III - Train your people better, faster and with more enthusiasm
- The latest wisdom regarding handouts, overheads, slides and charts.
- Two ways to "connect" with trainers.
- What to do when your audience is unresponsive and how to deal with problem participants.
- How to evaluate your own success as a trainer.

1284 MANAGING PEOPLE (120 min.)

People are the most valuable asset of any company. Finding good employees and keeping them happy are two of the most fundamental challenges of running a business today. In this video 12 management experts offer successful strategies on how to create a productive management style that will work for you. A special section on time management gives you tips on how to control your day instead of allowing it to control you.

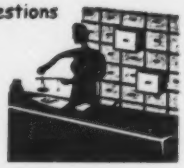
Topics:

Recruiting the best and the brightest

The secrets of attracting and hiring the best qualified candidates; How to shape the search and referencing process to work best for you

Managing the Interview

The Interview Stage: how to save valuable time and resources. Why you should be aware of the questions you are allowed to ask of a candidate



Managing by Objectives

Find out what the five benefits of a 'performance management system' and how you can implement them in your company.

Training your Employees

Advice on getting the most out of your training dollars by teaching employees to apply what they learn

The Benefits of a Compensation System

Learn how to create a competitive salary structure which will result in higher productivity and employee satisfaction.

Flexible Benefits: An Alternative for the '90s

Create an atmosphere of appreciation by offering benefit choices to your staff

Time Use It or Lose It:

Time Management tips that will help you ensure continued growth in both your personal and professional life.

1285 ORGANIZATIONAL VISION, VALUES AND MISSION (20 min.)

The leader of today has a vision for tomorrow, a vision that is clear and achievable, motivating and exciting. Managing by vision allows a whole organization to help create its future. This video shows managers how to develop organizational vision, values and mission to build team spirit, and productivity. Case studies and exercises help ensure an understanding of the concepts and applications.

1286 THE SKY'S THE LIMIT (55 min)

In this film psychologist and author Dr. Wayne Dyer, shares his dynamic philosophy of No-Limit Thinking. His "people program" for business will help HRD professionals improve goal-setting and productivity.

1287 MENTORING (20 min.)

Mentoring is a special skill that can be learned. Even mentors need guidance from time to time, and this self-study book explains what it means to be a mentor, how to understand mentee needs, and what behaviours to practice and avoid. It also takes a look at the different styles of mentoring and assesses special situations. Book is also included.

1288 HOW TO DEVELOP A NEW EMPLOYEE ORIENTATION PROGRAM (37 min.)

Without a well-planned and well-run orientation program, your new people may end up sinking fast in a sea of confusion. You will learn ways to help your new employees feel welcomed and appreciated...understand the rules, procedures and 'big picture' of your organization...find their way easily...develop initiative...buy into your company's culture and mission.

Program Highlights:

Why new employees need strong orientation program and eight ways it will pay off. Ten key ingredients of an outstanding program . How to use current employees as trainers.Structuring your orientation program so participants stay active and involved.

1289 WHAT'S SO FUNNY ABOUT WORK? (1 hr.5 min.)

Learn why 'he who laughs, lasts'

Been feeling too serious lately? Then sit down, and let popular training personality Helen Sutton demonstrate the value of levity in the workplace, how it is best used and where to avoid it. She shows how 'lightening up' at work can be an easy way to improve attitudes...spark creativity...break down barriers... defuse anger...build team spirit...and reduce anxiety.

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Program Highlights:
Why laugh in a serious and difficult world; Why you don't have to be funny to have humour; Fun filled ways to create a more lively team or department
Why 'finding humour' is better than telling jokes; When to make sure the joke's on you; The characteristics of effective humour, and how to use them; Guidelines for appropriate and inappropriate humour; Five areas that are off-limits for humour in the workplace

BEYOND SECRETARY (2 vols) - Debra Sutch
You are essential to your department's success and as you increase your skills, you increase your stature, responsibilities and potential. You will gain the skills you need to reach the next level in your career. Doing your job better-earning more respect for it.

1290a Change the way you look at your job forever
(83 min)
You will learn how to : Get known for your expertise; make presentations with impact; excel in the numbers side of your job; delegate responsibility effectively; solve problems and make decisions faster; take initiative and get rewarded for it.

1290b You already do your job well
(74 min)
You will learn how to: Protect your time by planning better; reduce nagging interruptions; speak with power and authority; listen to hear what people are really saying; gain more credibility as your boss's representative.

1351 MORE THAN A GUT FEELING (28 min)

Finding the right person to fill your opening is an expensive, time consuming task. Bad hiring decisions usually are a result of faulty impressions formed during an interview. Learn to choose only the best with "behavioural interviewing" - a way to examine an applicant's past experiences to determine how he/she will perform for you. This reliable approach has taught thousands how to guide the job applicant to share experiences that give the interviewer valuable insight.

HOW TO INTERVIEW AND HIRE THE RIGHT PEOPLE (3 vols. - 2 hrs. 49 min)

A step-by-step guide for managers and supervisors.

Mistakes in hiring are costly - in time, money and stress (not to mention lost faith in the ability of people doing the hiring). This program presents a practical system for hiring the right person every time. You will learn every step, from developing a job description to advertising, evaluating résumés, conducting interviews and negotiating the employment agreement.

1352a Determine what you really need in the position; How to see past resume hype

1352b Does interviewing seem like a game of hide and seek

1352c Dig deeper, examine the candidate's integrity and disposition.

Some of what you will learn:

- Just how much is turnover costing your organization?
- The three major factors in selecting candidates
- Sorting must-have skills and talents from the helpful pluses
- How to make sure the candidates know precisely what is expected of them so, if hired, they will be accountable
- How to make sure you get the right kind of information to assess the candidate
- Five steps to make sure you collect enough information to make the right decision
- Setting the physical and emotional tone: what to do and say to make candidates comfortable so they tell you more
- Right-way/wrong-way explanations and role-plays that show you how to evaluate ability, personality and character
- 36 specific questions that will help you get the information you need
- The four-point strategy for a successful interview
- Value words and telltale phases to look for on every résumé

1353 TOUGH INTERVIEWS (42 min)

With Phillip Hodson. Those awful conversations that no manager wants to have, but just can't avoid - redundancy, poor performance, passed over for promotion. Hodson shows how to 'manage' the interview and turn what could be a nightmare into a productive meeting.

1354 THE TERMINATION INTERVIEW (20 min)

Of all the interviews that managers have to undertake, the termination interview has to be the most unpopular. If handled less than professionally, serious consequences can result for the employer, often at great cost. The video show guidelines for effective communication in the Termination Interview.

1355 THE JOB INTERVIEW (26 min)

This video has been produced by Human Resources and Labour, Canada and is informative and realistic, giving tips on how to approach the dreaded job interview.

1356 HIGH PERFORMANCE HIRING (20 min)

Your organization is only as good as the people it hires. This video and accompanying book explains how to recruit and hire for the best results. Legal issues are explored in a practical, easy to understand manner. Exercises on selection, writing job descriptions and designing compensation plans are included along with recruiting strategies, employment testing methods, case studies for successful hiring and more.

New for 1998

1357 GOING FOR A JOB INTERVIEW

(1 vol - 18 min) - Peter Quarry and Eve Ash, Psychologists

Success at a job interview requires a lot of preparation.

Covers key areas such as:

preparation and research, site visitation, planning for the interview; dealing with a panel; making a good first impression; controlling nerves, answering and asking questions; and following up after the interview.

Presentation: Interview/discussion. **Audience:** at every level. **Learning Objectives:** Learn the steps to a successful job interview; learn key strategies that will set you apart from other candidates.

Also check

1531 d How to Hire - How to Fire
3212 c Employees

1450 TOM PETERS - EXCELLENCE IN THE PUBLIC SECTOR (48 min)

The public sector is filled with people who are turning the task of serving the public good into a real adventure of management transformation; men, women, organizations providing models of excellence that benefit each and everyone of us.

HIGH IMPACT LEADERSHIP (3 vols)

This training video is a convenient way for you to get the essential high quality leadership training you need.

1451a Vol.I - Motivation and Self-Mastery (76 min)

- The No. 1 force that drives leaders and how to develop it.
- Excellence vs perfection: the crucial point at which energy starts being wasted.
- When leaders must break rules to get the job done.
- Six elements of self-mastery leaders use to maximize their potential.
- The three places on which leaders must keep focused at all times.
- The three most important resources leaders have (and how to use them).

1451b Vol.II- Vision and Empowerment (59 min)

- The best (yet most surprising) place to begin developing vision.
- The Myth of Risk Taking: How leaders control the down side.
- How to create a sense of urgency in those you lead.
- The most important thing a leader can do before making a decision.
- Empowerment: What it is and how to use it to create loyal followers.
- One question leaders must ask to create accountability in their people.

1451c Vol.III - How to be More than a Manager (97 min)

- The importance of continuous growth and change
- The ongoing challenge why you should make yourself obsolete
- 8 paradigm shifts to create high impact leadership
- Buying into the service ethic
- Harnessing the power of values to motivate and em power your people
- Steps you must take to become a change agent
- 3 reasons why people are resistant to change
- Steps you must take to become a change agent
- Challenging people to take control and achieve seemingly impossible goals
- Avoiding policies that demotivate your people
- Leadership skills for non-leaders
- Using the stretch factor to show what you're capable of doing
- How to make breakthroughs happen
- Looking like a leader to become a leader
- 6 reasons why leaders fail
- The unnecessary costs of leadership (and how to avoid them)
- Who motivates the motivator? - 5 things to do to stay motivated as a leader.

1452 BE PREPARED TO LEAD (27 min)

Applied Leadership Skills for Business Managers.
In this video you'll meet four very different business leaders, and you'll watch as they apply their unique and special skills to a variety of business situations. In the process, you'll learn how you, with your own special blend of skills and personality, can best lead your team.

Learn how to: recognize your own leadership style; adopt your style to meet challenging business situations; match your leadership style with your workforce, to the business problem, and to the time available; recognize and develop the traits of a leader; build vision and communication skills; earn the trust of your team members.

New in 1998

1453a LEADERSHIP ESSENTIALS
1453b GUIDE TO LEADERSHIP ESSENTIALS

(1 video - 30 min plus guide)

This training session helps participants understand the difference between a "leader" and a "manager". A leader is a person with vision and courage, who can guide and inspire others. A manager can be a leader...but also simple be someone "in charge". Leadership goes beyond position power. With position, such as, being a team leaders, comes authority and responsibility. Leadership is the extra step - developing teamwork to help achieve the vision he or she believes is possible, real, ad attainable. Without leadership, teams and organizations suffer in many ways. Work becomes "just a job". Objectives are not clear, teams often work at cross-purposes, and there is a reluctance to take responsibility. Clearly leadership is a key skill teams leaders must develop.

Also check

1531b - Leadership - The Critical Difference
2235 - Total Quality Management
1539d - Leadership Skills (How to Succeed as a First Time Manager)

1503 THE TOM PETERS EXPERIENCE

a-b (2 vols - 50 min)

Tom Peters, the world's best known business thinker, orator and motivator, gives you the inside story on how tomorrow's business is taking shape today.

He reveals:

- What makes one company a success and an other a failure.
- Why people are the key to corporate success
- Why change and innovation are vital to a company's survival
- Why quality creates success

PLUS

- The ten keys to a Quality Revolution

In the Tom Peters Experience, he pierces the pretensions and complacencies of corporate life, and points the way to a productive and profitable future.

The Tom Peters Experience features:

- Peters' inspiring lecture, "The Customer Revolution".
- A unique candid interview with Peters giving remarkable insight into his latest ideas.

THE MANAGER AS COACH (3 vols)

Coaching techniques help you create pride in your people ... a sense of shared goals ... and the drive to make them happen. You'll learn how you can: create team bonding; get loyalty and commitment; learn the art of being demanding and supportive; manage the stress/energy level of your team.

1519a Vol.I - Maximize your Management Impact (82 min)

- Setting goals and priorities with each player.
- Integrating training into daily routines.
- Building a relationship based on trust and respect.
- Motivating with tangible and intangible rewards.
- Giving feedback: one-on-one, using the "scoreboard" and "training films".

1519b Vol. II - Build a Team of Champions (70 min)

- Player selection: What coaches look for in new team members.
- How to integrate new employees so they are up to speed fast.
- What to do when you inherit your team.
- Dealing with misplaced players.
- Three conditions that create high morale.
- How to increase each player's visibility in your organization.

1519c Vol. III - Get Your People Motivated (70 min)

Getting Your People Motivated

It all starts with getting your people to believe in themselves. Discipline without causing resentment. Staying in control without pulling the strings. Being flexible and firm.

Part of what you will learn:

- Removing barriers that stop people from doing their best work
- How to work with employees who do not pay attention to details
- What to do when an employee "backslides" into poor performance
- Coaching a star employee who is getting bored with the job.
- Creating advancement opportunities for your company veterans.

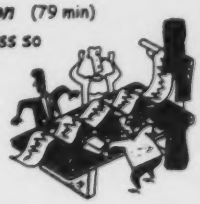
PROJECT MANAGEMENT (4 vols)

This video will help keep your projects on time and within budget. You will discover how to identify and manage the fine points and big picture of every project you manage. First you will gain technical skills, to plan and organize your projects. Second, you will learn people skills, to get your team working as a unit. Third, you will gain tracking skills, to keep projects on the critical path to completion.

1520a Vol. I - Defining Your Project (58 min)

- The seven winning traits of a successful project manager.
- How to identify a project's real objectives.
- How to build a smooth-running project team.
- Motivation techniques that tap people's strength.
- How to ensure tasks get done on time without looking over people's shoulders.
- How to accurately estimate time and budget needs.
- Tips on negotiating for the resources your need getting off dead-centre quickly to give your project momentum.
- The four cornerstones of a project goal: time, target, budget, and "So what?".
- The two classic project management tools: The PERT/CPM chart and the GANTT chart.

1520b Vol. II - Planning and Organization (79 min)



- Four ways to chart a project's progress so your people know what to do, when...
- How a "what if" analysis can keep problems to a minimum.
- How to set up a practical accurate reporting system.
- How to make timely course corrections.
- When to make decisions yourself -- and when to enlist the help of others.
- The best way to wrap up a project with positive impact.
- Progress Reports: The most efficient way for your people to report to you.
- The weighted average formula that reveals when a project will really be finished.

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1520c Vol.III - Tools, Tactics and Budget

Some of what you'll learn

- How to estimate the time things will take 5 tools to help you set deadlines and time lines more accurately
- Conducting "what if analysis--how to anticipate "glitches" and be ready with options when they hit
- Monitoring your projects progress--5 tips to make sure you're on time and on track
- Correcting your course--immediate steps to take if and when your plan starts to veer off course
- The "trade-off" analysis a checklist of questions to help you determine your best course-correcting options
- The ABCs of project budgeting
- 7 benefits of a well-researched, realistic budget
- The pitfalls of an "over-restrictive" budget 2 common kinds of budgets
- Calculating your costs the 3 kinds of expenses you'll incur and how to plan for each
- Zero-based budgets how they work and when to use one

1520d Vol. IV - 'Putting it all together

Some of what you'll learn

- 8 tips to better budgeting
- The role of GANTT charts, histograms and line graphs in preparing budgets
- How to estimate project costs--and stay on top of your expenditures
- Determining the resources you'll need to complete your project and what they'll cost
- Squeezing all you can out of the resources you have
- Resource loading and levelling--determine the best way to allocate your resources for maximum payback
- Using a "crash path analysis" to determine the feasibility of accelerating certain project tasks
- The "phase out" stage--when and how to wrap up a project
- Celebrating your projects success--why its important to recognize and publicize what you and your team accomplished
- 3 personal traits of every successful project manager
- How to plan for the unexpected
- How to determine your project's hidden charges

1522 HOW TO SURVIVE AND PROFIT IN TOUGH TIMES (1 vol - 120 min)

An economic slowdown is an important time to step ahead of your competitors. The steps you take to evaluate your current situation. develop new customers and markets, and avoid rushed mistakes are what will help you pull ahead in tough times.

STRESS MANAGEMENT FOR PROFESSIONALS

(3 vols)

1523a Vol. I - (85 min)

The essential paradox of happiness and risk. Six ways to increase self-esteem and balance in your life. How to live with change.

Mastering Change and Balance: Balancing your goals for work, home and health; Learning to live with change and become 'change skilled'.

Coping with Powerlessness to Keep Stress in Check: Keys to remaining functional when you are under stress; how to avoid the 'Rambo reaction' when you are faced with multiple stressors, etc.

1523b Vol. II - The difference between anger and hostility (88 min)

How your need for approval affects your stress level. How to take hostility out of the Type A person. "Marble dumping": How to let off steam without getting burned. How to free yourself from the classic "values bind".

1523c Vol. III - Choose to Change; Begin to Relax (85 min)

Choose to change. Begin to relax.

Stress. It is all in the way you look at your surroundings. Your job. Your boss. Your family. And yourself - mostly yourself. That is exactly what this program will help you do. With unforgettable storytelling and sensitive, sensible counselling, Roger Mellott helps you empower yourself to stop stressing and start living. He helps you face your frustrations and push them away. It is much easier than you would imagine. It just takes commitment and a few subtle shifts in your thinking.

1524 JUST IN TIME! (Production Management)

(25 min)

Manufacturing companies operating today assert that a Japanese philosophy based on 3 words has helped them achieve all of the above! **The three words are:**

muri	=	excess
muda	=	waste
mura	=	unevenness

By controlling these key areas in production processes, the Japanese developed their philosophy - JUST IN TIME Manufacturing.

JUST IN TIME, or "jit", is a revolutionary method of handling inventory. Instead of ordering in bulk and stockpiling parts, components are ordered from suppliers and delivered straight to the production line as and when they are needed.

1525 RECESSION AS OPPORTUNITY:SMART MOVES FOR TOUGH TIMES WITH TOM PETERS

Over the months ahead recessionary pressure will turn up the heat under all of us in decision making positions. Most of us will flash back to our memories of the 1982 recession or to horror stories about recessions and depressions of years past and do the first thing that comes to mind: slash jobs.

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We'll also cut the ad budget and the training budget and put a hold on newer "discretionary programs" such as constant improvement, quality or employee involvement. When we do, the trust we have built up with our people will go up in smoke. Before you make those cuts, clear an hour and watch "Recession as Opportunity: Smart Moves for Tough Times". It's just what you need right now.

New in 1998

1526 *MANUFACTURING INSIGHTS - Customer Focused Manufacturing* (1 vol - 27 min)
This program examines "customer focused manufacturing" at Milwaukee Electric Tool Corporation and the diverse management techniques they used to improve an already successful company. Milwaukee successfully transformed their manufacturing system to a more flexible, short lead-time system by adopting cellular manufacturing, kiazen, and Just-in-Time production techniques. In the process, they realized remarkable improvements in productivity and profitability.
Customer Focused Manufacturing presents the innovative techniques used by Milwaukee for creating a highly flexible workforce and details the steps they used when implementing a cell, from appoints a cell facilitator to starting production.
This unique program will prove inspiration and guidance for companies wishing to conduct a customer focused transformation of their manufacturing system.

1529 *THE BORDERLESS WORLD* (30 min)
The borders tumble as companies lose links and loyalty to their home countries. Right now, in corporations across the world, a huge change is taking place. Steps are being taken to shed the multinational status in favour of one that is truly global. What's the difference? According to Japan's leading business guru and globalization expert Kenichi Ohmae, a lot. This change will require a new attitude from managers, a process which Ohmae calls "globalizing the mind". In this video, he outlines the five steps an organization must take before it can be considered completely global.

1530 *THE COMPETITIVE EDGE* (30 min)
Meet the man behind the controversial study "Canada at the Crossroads". Michael Porter, professor at the Harvard Business School, is an American with a lot of opinions about Canadian business. The Competitive Edge looks behind the "Canada at the Crossroads" controversy. It also profiles the report's author - top of a new class of entrepreneurial business professors who practice what they teach, and often get rich in the bargain. This program is essential viewing for anyone involved in Canadian business. It is also a superb case study for discussions of business ethics, competitive strategy and globalization.

THE EFFECTIVE MANAGER SERIES
(14 vols plus cassettes)
(Each video program includes an audiocassette and workbook)
Brian Tracy, well known sales and management consultant, puts on a series of high-impact sessions. Each volume is a separate topic.

1531a *Setting Business Strategy* (60 min)
This program teaches you how.

1531b *Leadership: The Critical Difference* (60 min)
To be effective, a manager must also be a leader. Step-by-step guidance.

1531c *The Excellent Manager* (60 min)
Traits of top-rated managers.

1531d *How to Hire; How to Fire* (60 min)
Recruiting, selecting, staffing and de-staffing, the right and wrong ways to do it.

1531e *Delegating and Supervising.* (60 min)
How to "multiply yourself" - how to "let go". Monitoring and controlling.

1531f *Motivating People Toward Peak Performance.* (60 min)
How to get extraordinary performance from ordinary people.

1531g *Managing Meetings That Get Results.* (60 min)
How to keep them short, to the point and productive.

1531h *Negotiating Strategies and Tactics* (60 min)
How to negotiate successfully ... and leave the "other guy" feeling good.

1531i *Executive Time Management* (60 min)
Shows you how to gain two hours a day right now ... and more later.

1531j *Marketing Strategy for Fast Growth.* (60 min)
Defining where you are, where you want to go and how to get there.

1531k *How to Sell Well.* (60 min)
More than 100 practical ideas.

1531l *The Creative Manager* (60 min)
Solving problems with creative thinking. Innovation: "busting loose".

1531m *Superior Sales Management* (60 min)
Building a winning sales team, from recruiting through training and monitoring.

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1531n Pathways Toward Personal Progress (60 min)
Getting onto the "fast track". Ideas to save years in moving ahead.

MANAGEMENT SPEAK SERIES (10 vols.)
Each volume is a separate topic. 40 mins each.

1532a Making Quality Count
Quality and quality management principals can contribute powerfully to business success and competitive strength. Starting with the work of W. Edwards Deming, the value of quality and the tools to measure quality are emphasized.

1532b Competing for Customers

Customers in the 90s are more sophisticated, have higher standards, greater expectations, and more choices. Suppliers have become more numerous and increasingly effective. This program focuses on building relationships with customers and winning recognition as a supplier with utility and value added products and services.

1532c Using Information Technology
This program looks at the many problems confronting companies and MIS managers who rely on computer systems, along with the solutions people have found to help them improve in this area. By integrating technology with organizational characteristics and choosing carefully where and how information technology can really help, managers can take advantage of the opportunities and benefits available to them.

1532d Doing More with Less
With pressure to reduce prices to customers, while simultaneously delivering a better product it can be difficult to find an alternative which is beneficial to both the supplier and the customer. This video focuses on how to do more, better and faster -- and cheaper.

1532e Building Strategic Relationships
In order to keep fixed costs to a minimum and at the same time be able to offer a wide array of products and services companies must make strategic unconventional relationships. SUR's are arrangements with other companies who can provide the assurances of access to resources which won't go away. This means collaborating and competing at the same time.

1532f Creating Effective Organizations
This program discusses organizations that are effective by design; organizations that help people do their work and make it easier for them to do it right.

1532g The Employer/Employee "Contract"
In this program the changing relationship between employees and their employer is discussed, and what each wishes and expects from the other. The formal hiring agreement is changing, as well as the informal and simply "understood" portion of the agreement.

1532h Implementing Change
In this video the signals that suggest the importance of deliberate change, and the difference between one-shot change and continuous improvement are examined. The keys to successful change and the roles of different people are also outlined.

1532i Ensuring The Future
This video examines the future of companies in the future and how to ensure that they stay healthy. Helping everyone within the organization contribute to future success, and making the organization more flexible and responsive, can make the future of any company more positive.

1532j Fostering Creativity and Innovation.

This video discusses creative organizations and the creative people in them. The differences between creative people and innovative firms, and some of the things that companies and their managers need to keep in mind in evaluating the creativity of their own organizations are examined in detail.

MANAGEMENT AND LEADERSHIP SKILLS FOR WOMEN (3 vols - 244 min)
This video deals with real problems that many women face as they move up the career ladder.

1533a Vol. I - You have the potential to be a great manager and leader - Here are the skills you will need to make it.

- How you rate as a motivator: A quick and accurate ten question quiz.
- How to rid yourself and your people of outdated leadership stereotypes.
- Research revealing the five best/worst leadership traits (and how you rate).

1533b Vol. II - Learn people management from a woman's perspective.
- An innovative approach for analysing your people.
- Psycho-Geometrics: An important tool which can help you dramatically increase your leadership

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effectiveness.
- Delegation without guilt: Getting over your desire to be all things to all people.

1533c Vol. III - Practical answers to your toughest management problems
- The ten-point program for turning a work group into a team.
- Managing men: When you can learn form successful women managers.
- Tips on hiring: Six ways to avoid a new recruit disaster.
- How to move your people through the stages of change: oblivion, rebellion, adaption and motivation.

1534 MANAGING PRESSURE AT WORK (20 min)
The three elements of this training package (book, notes and video), provide a comprehensive under standing of the symptoms and causes of stress and how to control them. Knowing the subject allows your organization to start eliminating stress through "preventative maintenance".
Managing Pressure at Work explains:
- How to spot the classic symptoms of burn out.
- How to identify **"stress carriers"** (those who don't suffer from stress themselves but pass it on to others)
- How to create a stress-free environment

Managing Pressure at Work will help you save money, increase quality, create a better working environment and improve your staff's quality of life.

1535 SICK OF STRESS (23 min)
This multi-award-winning video explores a fundamental aspect of the problem of stress.
It dissolves the basic and common excuse that people who are under stress *DO NOT HAVE TIME TO WATCH PROGRAMS ABOUT STRESS REDUCTION! (YOU DO NOT HAVE TIME NOT TO WATCH THIS VIDEO.)*

Or even to deal constructively with stress in any other way! I don't have time ..... I'm late....I have too much to do'. What this video makes perfectly clear is that stress consumes much more time than stress reduction does. This is a major obstacle, a sort of 'denial' as in addiction parlance, to taking action by instituting effective stress control programs in either an individual or workplace setting. It can be overcome.

1536 CORNERSTONES OF QUALITY (30 min)
The essence of quality management programs can be distilled into four basic principles: customer focus; continuous improvement; employee involvement; and commitment to measurement and evaluation. This program demonstrates practical techniques for incorporating these principles into your daily work.

Learn how to:
Make quality the dominant cultural value of your organization.
Improve communication and cooperation through quality-centred management.
Initiate a continuous improvement ethic.
Encourage and motivate employee involvement.
Use a customer test to guide decision-making
Build support for measurement and evaluation programs.
When different employees, divisions and departments have different goals, your organization is divided. Use quality to define goals, build consensus, and create a shared company culture. Your organization will become more flexible, more responsive and more profitable.
This video will help you:
- minimize the frustration of waste and downtime
- decrease unnecessary errors
- unify group action
- build customer focus
- increase pride of workmanship

1537 THE COURAGE TO SEE CLEARLY
a - b (1 video 1 hr. 20 min: 1 audiotape)
Personal Stress Management
Living more fully by living the truth - Are you too close to your problems to see them clearly ... or solve them? It is time to take a step back. To open your eyes. To confront the truth gently - and be forever enriched by it.
Some of what you will discover:
- How enduring bad times can actually strengthen your character
- Letting go of our most dangerous illusion: stress-free living
- How to go from being a "problem finder" to a "problem solver"
- Flying through turbulence: important lessons from crisis-skilled professionals such as pilots and police
- Plus, tips from others who have survived trauma, adversity and emotional pain

SUCCEEDING AS A 1ST TIME MANAGER
(8 vols)
Who will benefit from these videos : experienced managers with little or no formal supervisory training; Managers with less than a year's experience; Aspiring and soon-to-be-promoted managers.
Trainer: Dick Lohr.

1538a Vol. 1 - Getting Organized (35 min)
- Get your 'act' together and send strong signals right from the start.
- How to get off to a running start
- The first and most serious temptation new managers face - and how to resist it
- Conquering the paperwork mountain
- Important questions to ask during your first week at

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your new job
•Tips for managing people who were your peers and those who are friends
•Learning what your boss wants (and doesn't want) from you

1538b Vol.2 - Assessing Yourself and Your Team (27 min)
Getting to know your people and yourself.
As a leader, you need to be able to quickly assess your new team's strengths and weaknesses - as well as your own. This skill-packed volume will show you the best ways to size up your people and help them improve their performance

Some of what you will learn in Volume 2 ..
- Dispelling the myths - and learning the truth - about leaders and followers
- Understanding - and mastering - the 8 'hats' you will wear as a manager . - bureaucracy smasher - coordinator -
- facilitator - barrier breaker - expediter - developer of people - communicatio
- What kind of leader are you? A leadership assessment quiz
- How to quickly assess - your people - your team - yourself
- 3 criteria you can use to evaluate the leadership that is right for you

1538c Managing Change (22 min)
How to control the impact of change in today's workplace.
As a manager, you will need to help your people deal with the dynamics of change in the workplace. In this volume, you will find out how to overcome their natural resistance to change ... how to encourage people to accept what is new and different... and the best way t implement change in a positive and productive way.
Some of what you will learn in Volume 3 ....
- Why managing change today is so different from the way it was handled just 10 years ago
- The 3 most important aspects of change you need to know about and deal with
- Ways to create an environment that minimizes the tur moil of change in the workplace
- How to develop organizational values that can help your employees better adapt to change
- How to know when and why your people are resisting change and what to do about it
- 4 specific ways to help your people overcome their resistance to change
- Interaction vs reaction - how keeping your people 'in the loop' affects their response to change
- Understanding why 'logical' change may not be acceptable' change

1538d Leadership Skills (23 min)
Learn what it takes to make a 'great' leader
In this volume you will learn the specific leadership skills you need to make your transition to manager go easier for everyone
Some of what you will learn in Vol. 4
- Identifying the best traits that are common to good managers and leaders
- 6 simple steps to help you excel as a leader
- How to know when you should take action instead of waiting for permission
- How to identify your areas of influence and increase your impact as a leader
- Using motivational techniques to convert problem employees into productive ones
- How to use your leadership skills to create 'win/win' solutions for everyone
- 4 unique qualities that distinguish leaders from managers

1538e Developing Your Staff (33 min)
How to sharpen your hiring and delegating skills

Knowing how to recruit the best people and effectively delegate work to them are two keys to being a great manager. In this volume you will learn techniques to help you find the best employees ... ways to break up your own workload ... and how to keep your people in the process.
Some of what you will learn in Vol. 5 ...
- How to build a team of giants: 4 key qualities to look for in the people you hire
- How to hire the top 10% - the best ways to get the right people the first time
- 10 reasons why you must learn to become a 'passionate' delegator
- The most important reason why you should take the time to develop your staff
- The common delegation traps every manager must learn to avoid
- Why you should delegate - and what you must not
- How to get a good match between the work you delegate and the employee's work style
- The single most important trait of an effective delegator
- How to delegate work and ensure it is done right - with out meddling

1538f Motivating Your People (32 min)
It takes more than money to motivate people
In order to manage your people you need to know what motivates them to do their best work. At this point in the program you will learn how to recognize individual talent .. Encourage employee performance and productivity ... and reward your people appropriately.
Some of what you will learn in Vol. 6 ...
- What it takes to motivate employees - according to them (Many managers have it backwards. Do you?) Why financial rewards do not always motivate employees- and the best way to determine what will
- How to help your people set - and achieve goals that increase their motivation and productivity

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- When-and how-to raise employee goals to a higher level
- How to make performance reviews something you and your people look forward to and benefit form
- The 5 most critical factors in administering discipline, so you can correct people without destroying their motivation to change

1538g Cultivating Your Communication Skills

(31 min)

Do you come across as a good communicator? There's a lot more to being an effective communicator that just talking. In this program, you will learn about listening skills , how to recognize nonverbal signals and body language .-. the best way to write memos and the importance of private space and personal territory.

Some of what you will learn in Vol. 7

- Understanding the 5 most important ways people communicate
- What it means to be a good communicator - and how to become one
- How to use verbal, nonverbal and listening skills to help you better communicate with others
- How to 'read' the powerful messages conveyed by office seating arrangements, desk placement and closed doors
- Why it is important to minimize written communications – and the best way to write memos when you must
- How to recognize the 'red flags' of nonverbal communication
- What people convey with their body language - and how to understand what specific signals mean

1538h The Power of a Positive Attitude (28 min)

Why attitude is everything ...

Of all the skills you need to be successful as a first-time manager, none is as important as a positive attitude. In this volume you will find out what creates and controls a positive attitude ... how a team's outlook impacts its performance ... and the price you must pay for having the attitude you want.

Some of what you will learn in Vol. 8 ....

- The one key quality you can develop that determines your influence on others
- Understanding the 3 major factors that affect your personal attitude
- The risks involved in letting external forces determine how you feel
- The power of a positive mind-set: where it comes from, how to get it and how to keep it - no matter what's happening to you
- How to program your subconscious mind to develop a better outlook
- Positive attitude stimulators - what they are and how to use them for maximum effect
- Simple steps you can take to reduce the negative influences in your life
- 10 'telltale' indicators that help reveal your team's true attitude
- What each team member should bring to the team
- How to transform 'negative' thinkers into more positive team players

MANAGING TO HAVE FUN SERIES (1 vol. - book)

Whoever said you cannot mix business with pleasure obviously never met Matt Weinstein. Weinstein has developed innovative, team-building programs that combine fun, laughter and play to help organizations combat low morale, increase productivity, and produce successful teams. He is the founder of Playfair, Inc., an international management consulting firm serving over 400 clients a year, including AT&T, Ford Motor Company and Wells Fargo Company. .Most people will agree that a good laugh generally makes them feel better. What you may not know is there is a direct connection between playfulness and productivity. In fact, regular doses of fun can produce dramatic effects in stress management, team-building, customer service, and company loyalty.

1539a The Four Principles of Fun at Work (24 min)
1539d Managing to Have Fun (hardcover book)

New in 1998

1540 STRESS MANAGEMENT (21 min)

Dr. Donald Tubesing, best-selling author of 'Kicking your Stress Habits' and psychologist Dr. David Swenson share creative ideas for managing stress more positively.

New in 1998

1541 COUNSELLING POOR PERFORMERS

(1 vol. 16 min) by Peter Quarry and Eve Ash- Psychologists Discipline should not be confused with counselling. Counselling is a two way process of working with the employee to solve the problems of poor performance. Includes a step-by-step process to ensure that the counselling session runs smoothly and deals with the problem to the satisfaction of both parties. **Presentation style:** Interview/discussion. **Audience:** supervisors/managers: **Learning Objectives:** Learn a 6 step module for structuring a counselling session: recognize that you must concentrate on job behaviour and results, rather than personality.

New in 1998

EFFECTIVE FACILITATION TOOLS

(5 vols – each volume 26-35 min) Here in one convenient spot, are the tools you need to keep any group focused, motivated and moving forward.

1542a TOOLS AND TECHNIQUES FOR GATHERING INFORMATION

Finding the best approach to problems.. Testing possible

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solutions. Maximizing your available resources. Tools demonstrated in this volume: Process Flow Charting... Force Field Analysis...SWOT.

1542b TOOLS AND TECHNIQUES FOR UNLEASHING GROUP CREATIVITY
Creating a fertile and 'safe' environment for new ideas. Ways to jump-start the broup creative process. How to come up with breakthrough thinking. Tools demonstrated in this volume: Mindmapping... Storyboarding...Good, Better and How ... Get Real

1542c TOOLS AND TECHNIQUES FOR GROUP DECISION MAKING
What to do when arguments, emotions, and endless discussion bog you down. How to arrive at thorough, well-thought out decisions every time. Tools demonstrated in this volume: Assumption/Implication ... Weighted Decision Model ... 100 Votes

1542d TOOLS AND TECHNIQUES FOR TAKING ACTION AS A GROUP
How to move swiftly from decision to implementation, with whole-hearted support from everyone. Tools demonstrated in this volume: "3 Ws and 1H" ... Tree Chart ... Peer Contracting

1542e TOOLS AND TECHNIQUES FOR RESOLVING GROUP CONFLICT
How to handle the friction that's bound to arise when strong personalities, opposing viewpoints and different work styles are put together. Tools demonstrated in this volume: Clearing and Setting Aside ... Switching hats ... Building Common Ground.

Dealing Overseas

WORKING WITH JAPAN (5 vols)
This video series provides detailed, practical recommendations and instructions for western business personnel involved in business relations with Japan. Along with re-enactments of first meetings, social situations and negotiation sessions, the series features interviews with distinguished business persons and educators with many years of experience in Japan. This series is designed to benefit people with varying levels of experience, from those just beginning an association with a Japanese company to those already involved in a business relationship.

1547a Preparation - Groundwork for Success.
1547b First Meeting - Presenting Yourself
1547c Negotiating - Strategies that Work
1547d Business Entertaining - The Roles of Host and Guest
1547e Women in Business- Obstacles and Opportunities
1547f Managing the Relationship - Keys to Long-Term Success

1548 EASTERN EUROPE - Open for Business?
a - b (2 vols. 40 min)
This video is aimed at businesses interested in exploring the potential of the new European markets. They concentrate on two key areas that offer the best commercial opportunities:
Retail: the collapse of communism has created massive new markets eager for western goods.
Joint Ventures: which offer Western firms the opportunities without the potential risks.
This deals with the three countries that best illustrate Eastern Europe's commercial possibilities for foreign investors. **Czechoslovakia, Hungary and Poland** are each assessed in terms of: consumer spending power; Level of openness to foreign investment;
Level of foreign debt; The rate of change.

1549 AN INSIDER'S GUIDE TO THE EUROPEAN a-b COMMUNITIES (2 vols.-10 min, 20 min)
With European countries already adopting common legislation and soon in a single market, no business can now afford to ignore the workings and influence of the EC. In addition to training uses and OHP's, the accompanying notes provide detailed facts on the EC which include: The institutions of the EC;
Members of the Commission and their responsibilities; Useful sources of information; The Directorates General; Euro-jargon
The second part of the two video set shows how the EC really works: the insider dealing, the role of lobbyists, patronage, and how access is gained to information and answers.

DOING BUSINESS IN THE AMERICAS
Four videos covering 4 countries in South America

1550a DOING BUSINESS IN ARGENTINA (30 min)
Did you know using a first name - or pouring wine incorrectly - can ruin a business deal in Argentina? Numerous potential pitfalls await you in this complex market, and proper preparation is essential. Doing Business in Argentina will give you the tools essential for success in South America's second-largest country.

Who should watch this video?
Executives and managers doing business in Argentina - Students of international business or Latin studies
LEARNING OBJECTIVES
Master the basics of Argentine business protocol; Know how to open doors and make valuable contacts; Communicate and negotiate more effectively and much more.....

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1550b DOING BUSINESS IN BRAZIL (30 min)

Did you know that speaking Spanish in Brazil could ruin your business here? From its ethnic diversity to unique economy, understanding Brazil's unique business culture is critical to success. Doing Business in Brazil will empower you for success in one of the world's most important emerging markets.

Who should watch this video?

Executives and managers doing business in Argentina; Students of international business or Latin studies

LEARNING OBJECTIVES

Understand Brazil's unique diversity; Communicate effectively with Brazilians; Master basics, from negotiating to management and much more...

1550c DOING BUSINESS IN CHILI (30 min)

Isolated by the towering Andes and the vast Pacific, this nation has written its own rules for conducting business. You need to know how to build influence - and avoid making enemies - in this tightly knit business community. Doing Business in Chile will give a solid foundation for success in one of the world's fastest growing economies.

Who should watch this video?

Executives and managers doing business in Argentina; Students of international business or Latin studies

LEARNING OBJECTIVES

Understand Chile's unique European and Indian influences; Master the basics of cross-cultural business; Recognize success strategies, from sales to management and much more...

1550d DOING BUSINESS IN MEXICO (30 min)

Discover one of the most acclaimed videos available on international business or working with Mexicans domestically. Doing Business in Mexico is an essential learning program. The only video available on Mexico, it provides you with the tools you need to successfully do business with our third-largest trade partner.

Who should watch this video?

Executives and managers doing business in Argentina; Students of international business or Latin studies

LEARNING OBJECTIVES

Understand the Mexican people and their culture; Master the basics of cross-cultural communication; Sell and negotiate carefully - Learn effective management and much more...

Also check

308a	Managing Your Future in an Age of Uncertainty
308b	Management and Leadership Skills for Turbulent Times
764	Interpersonal Communication Skills
2235	Implementing Total Quality Management

1556 CREATING A WINNER: THE REAL SECRETS OF SUCCESSFUL MARKETING (60 min)
What you need to know about marketing, giving you the insight and confidence to create, evaluate and execute a marketing plan that works - no matter what you sell. This exclusive video builds a proven marketing model you can follow in your business to achieve winning results.

1562 MARKETING (The Entrepreneurship Institute of Canada) (50 min)
Successful marketing requires having a complete understanding of your product and/or service and how it compares with that of your competition. This film shows you how to develop customer awareness, both real and perceived. It raises key questions and provides answers on who are your customers and how to generate new business. Topics covered include pricing, distribution, external and internal influences on your business and developing the proper marketing strategy for the future growth of your business. One learns how to put this all together in a marketing plan.

1563 ADVERTISING AND SALES PROMOTION
(The Entrepreneurship Institute of Canada) (50 min)
This outstanding video covers ADVERTISING, DIRECT MAIL, PUBLICITY & PUBLIC RELATIONS, and TRADE SHOWS. In ADVERTISING the viewer learns how to choose a winning theme, selecting the right media-print or electronic, essential components of an advertisement and budgeting.
The DIRECT MAIL segment covers the advantages of this advertising method, key elements of hard hitting direct mail, and targeting to one's market. In PUBLICITY one learns about public relations, how to get your product or service free market exposure and how to prepare, write and submit a publicity release.

1564 MARKETING AND MANUFACTURING EDGE
(28 min)
With Dr. Jane Forbes Saltonstall and Tom Melohn. Visit Gillette and learn how their innovation, quality and commitment paid off in the remarkable success story of the Sensor Razor. Discover the importance of research and marketing, how a company's vision increases quality and productivity and how to know your customer and meet their needs.

1565 MARKETING STRATEGY (51 min. plus audiocassette)
This two-part program explains the importance of building a customer-needs orientation in all departments. It cites actual case histories where firms have succeeded and where they have failed, and explains why. Part 1 illustrates the essential concepts of modern marketing. In Part 2, Wharton professors Tom Robertson and Dave Reibstrin present their Marketing Strategy Audit.

1566 DO IT YOURSELF MARKETING (1 hr)
In this dynamic video from Inc. Magazine, you will learn the secrets from three prominent marketing expert who have tried and tested do-it-yourself marketing technique that work. Find out why your marketing strategy should change with economic and social trends. Learn how to create a marketing plan and experience some innovative marketing ideas that have paid off handsomely for some entrepreneurial companies.

MARKETING (Revised)
(26 videos - 30 min each.) Each a separate topic
The following are individual programs and can be borrowed separately. Marketing (revised) shows that successful companies also include international markets in their planning and that many business find it easier to expand overseas than in their own countries. One entirely new program A HUNGER FOR PESOS/A YEN FOR DOLLARS features two fast food companies, Mikoshi Japanese Noodle Houses and Carls' Jr., that are taking their products to other countries. The program explores the reasons for international expansion and includes interviews with men who funded companies and still lead them. Seven other programs have new footage and narration to bring the case studies up to date and to show how the principles presented can now also be applied to a broader, world-wide marketplace. **Something for everyone.**

1567a THE MOUSE THAT ROARED: A MARKETING OVERVIEW
Focuses on Walt Disney Productions definition of marketing, satisfying the needs and wants of a chosen consumer segment.

1567b THE ROAD TO SUCCESS: A CASE STUDY OF MARKETING DECISIONS
Examines how Mitsubishi Motor Sales of America responded to political-legal, economic and competitive uncertainties when operating in a 'foreign' market.

1567c A HUNGER FOR PESOS/A YEN FOR DOLLARS: A CASE STUDY IN INTERNATIONAL MARKETING)
Explores the international marketing activities of two fast-food companies: Carl's Jr. and MOS Foods West.

1567d GREAT EXPECTATIONS: A CASE STUDY ON MARKETING AND FORECASTING
Explores the planning and forecasting challenges acing Looking Good and Pizza Hop, both student ventures from University of Southern California, and Laura Scudder's snack food company.

1567e PROPHECY: A CASE STUDY IN MARKET RESEARCH
Examines some of the major techniques used by ASI Market Research to gather data.

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1567f DRIVING PASSION: A CASE STUDY IN UNDERSTANDING CONSUMER BEHAVIOUR

Demonstrates how the self-concept theory, Maslow's hierarchy of needs and other consumer theories can be used to explain buying behaviour.

1567g BREAKING THROUGH THE CLUTTER: A CASE STUDY OF UNDERSTANDING CONSUMER BEHAVIOUR

Starting with the idea that the marketer is selling a product for which there is a need, the program deals with concepts of perception, attitude, consumer self-concept and cognitive dissonance.

1567h SKYFOX: A CASE STUDY IN INDUSTRIAL MARKETS

Shows how Skyfox Corporation's marketing strategy minimizes many of the drawbacks of selling to the government, such as excessive paperwork, bureaucracy and needless regulations.

1567i GOLD IN THE HILLS: A CASE STUDY IN MARKET SEGMENTATION

Examines how the Irvine Company, a land-development firm, successfully uses market segmentation to develop and sell houses to diverse groups of home buyers.

1567j ALL THE RIGHT MOVES: A CASE STUDY IN PROJECT STRATEGY

Shows how Carushka, an entrepreneur, has developed and marketed an innovative line of dance and exercise wear.

1567k COMING OF AGE: A CASE STUDY IN NEW PRODUCTS AND BRANDS

Shows how the Robert Mondavi Winery brought a new product to market and what marketing decisions were used along the way.

1567l TESTING THE WATERS: A CASE STUDY IN SERVICE STRATEGY

Shows how the service marketing manager of Western Cruise Lines developed a marketing mix for selected target consumers.

1567m WHAT MAKES AMOS FAMOUS: A CASE STUDY IN CHANNEL STRATEGY

Illustrates how a product's characteristics (in this case, perishability of Famous Amos Chocolate Chip Cookies) influence selection of distribution channels and describes how the specific channels work to move the product from the producer to the ultimate consumer.

1567n THE FRESH CONNECTION: A CASE STUDY IN WHOLESALING

Explores the variety of functions a major food wholesaler, Northern Produce, performs to facilitate the flow of goods from producers to consumers.

1567o BECAUSE IT'S THERE: A CASE STUDY IN RETAILING

Shows how a specialty retailer, West Ridge Mountaineering, can build a bridge to the consumer by selecting the right products and store location, setting reasonable prices, creating a favourable image, and developing a sales force that makes sales and wins repeat customers.

1567p JEWELS, JEANS & JOGGING SHOES: A CASE STUDY IN RETAILING

Illustrates retailing by examining the diverse mixture of stores in South Coast Plaza, a large regional shopping centre in Orange County, California.

1567q DELIVERANCE: A CASE STUDY IN PHYSICAL DISTRIBUTION

Shows how the simplest distribution system is filled with marketing choices that effect the smooth, profitable operation of the company and the ultimate satisfaction of the consumer, through the marketing operations of Arrowhead Water Company.

1567r POLISHING THE APPLE: A CASE STUDY IN PROMOTION

Examines how the Apple Computer, Inc., has made innovative and effective use of sales promotion and advertising in marketing its products over the years.

1567s THE FASTEST GAME IN TOWN: A CASE STUDY IN ADVERTISING

Focuses on key decisions that a marketer must make to develop effective advertising.

1567t OFF AND RUNNING: A CASE STUDY IN PROMOTIONAL STRATEGY

Considers how and why Santa Anna Race Track, a major sales promotion user, develops a variety of sales promotions.

1567u JUST ANOTHER OIL COMPANY: A CASE STUDY IN ADVERTISING

Shows how Atlantic Richfield Company uses public relations and publicity to build a favourable company image with a variety of targeted groups.

1567v 'TIS THE SEASONINGS: A CASE STUDY IN SELLING

Through the sales and marketing divisions of Lawrys, this program explores two keys issues of selling: What the professional salesperson is and does and how the professional sales force is managed.

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1567w LEADER OF THE PACK: A CASE STUDY IN PRICING

Traces the development of a new motorcycle and how Yamaha Motorcycles determines prices for its products and services.

1567x WHAT THE MARKET WILL BEAR: GREAT MOMENTS IN PRICING

Demonstrates what the market, not costs, ultimately determine price.

1567y THE GREEN MACHINE: A STUDY IN NON-PROFIT MARKETING

Illustrates how one non-profit organization - U.S. Army - has adapted the marketing-mix strategies of product, pricing, distribution, and promotion to meet the organization's objectives.

1567z MOVERS AND SHAKERS: THE ART AND SCIENCE OF MARKETING

Takes a broad view of marketing, emphasizing the marketing is an ongoing effort essential to the success of every organization.

1568 PROMOTION: SOLVING THE PUZZLE

(Small Business - 55 min)

Advertising - Public Relations - Direct Mail - Trade Shows

Four promotion experts target the essential elements of a successful promotional campaign - Advertising, Public Relations, Direct Mail and Trade Shows. They show you how to get dynamic effective sales messages to your customers. Inside expertise in planning, executing and testing your promotion. The most common mistakes made by small businesses are described and how to avoid them.

MARKETING 1-2-3 (3 vols - 1997 - 15 min each) excellent

Developed by the Business Development Bank of Canada and can also be **purchased separately for $14.95 each plus HST through BDC, Fredericton, NB; Telephone (506) 452-3030, (1-888-463-6232) Fax 452-2416**

Watching alone or with others stimulates creative insights about your business again and again - with step-by-step guidance to help you get real results. A light-hearted way to get the real business of helping yourself to profit.. This series uses animated pictograms to help you get right to the heart of the matter.

1569a Market Analysis

Clarify your vision to attract customer; Zero in on profitable customers; Carve out a trading area that delivers profitable business

1569b Market Strategy and Promotion

Position your business to stand out; Use power marketing to give you an edge; Communicate your offer powerfully to attract customers

1569c Sales Success

Build relationships so you bond with prospects
Involve prospects so they partner in your solution;
Customize solutions for ongoing business

Also check:

1531j Marketing Strategy for Fast Growth
3212f -Marketing (Growing a Business)

MEETING SKILLS - Give & Take (3 vols)

This series is designed to help you with the all important area of meetings at work. The typical problems of office meetings and the techniques required to run them effectively and comprehensively dealt with in these three packages.

1660a Meeting to Decide **(40 min)**

Reaching a ecision is the primary goal of any meeting.

Techniques covered include:

- Preparation
- Using an agenda and sticking to it
- Effective listening
- Keeping an accurate record
- Circulating information
- Using the chair to the best advantage

1660b Meeting to Negotiate (40 min)

Negotiation skills can make or break your relationships with colleagues, suppliers and customers. Your negotiation should follow certain rules and conventions, whether you're in a meeting or lunch, in the corridor or across a boardroom table.

Techniques covered are:

- Preparation
- Creating a strategy
- Establishing objectives
- Identifying your fall back position
- Avoiding excessive conflict or stalemate
- Spotting signals

1660c Meeting to Build a Team (40 min)

Building a team is one of the most difficult and rewarding challenges a manager will face. When used effectively, meetings are one of the best ways of building, uniting and motivating a team.

Training points covered include:

- Agreeing a common goal
- Trusting your team
- Delegating responsibilities
- Involving the team
- Giving feedback
- Resolving conflict
- Praising and rewarding

1661 BE PREPARED FOR MEETINGS (24 min)

How to Lead Productive Meetings

Learn how to: define a controlling purpose for your meeting; select the right location, time, and participants; choose the right leadership style; launch your meeting quickly down the right track; start group participation; keep your meeting moving forward on track; control problem participants; close on schedule; follow-up for results.

New in 1998

1662 CONTROLLING MEETINGS (15 MIN)

Meetings have developed a bad reputation as people perceive them as time and money waster. A productive meeting, however, can produce quick, concisive results, immediate action and a feeling of contribution by all attendees. This video summarizes the key steps to successful meeting management, including goal setting, prioritizing, time management and action taking.

Also check:

1531g - Managing Meetings that get Results

1700 BELIEVE IN YOURSELF (23 min)

Lou Holtz teaches how to succeed...how to pay the price to win...how to 'Believe in Yourself'. Without self-discipline and strong fundamental work habits, there can be no commitment to get the job done. Holtz believes our biggest victory in life is over ourselves.

1703 MOTIVATING AT WORK: EMPOWERING EMPLOYEES TO GIVE THEIR BEST (20 min)

Motivate employees to increase their productivity. This newly revised practical guide teaches managers how to use leadership and positive reinforcement to get an honest day's work. Checklists and activities explain what employees want from their jobs and tell how to create an environment that encourages productivity.

MOTIVATING PEOPLE IN TODAY'S WORKPLACE

(3 vols) - with Mickey Kinder

Creating the internal motivators and external rewards that make your people more involved, enthusiastic and productive. Learn to create a working environment that motivates your people from within, and they will be more engaged in their everyday tasks. They will perform at a higher level - and make you look good in the process.

1704a How do you get people excited about working - when their work isn't all that exciting (53 min)

Some of what you will learn: Intrinsic vs extrinsic motivation; why and how to balance internal and external motivators; designing a job for 'flow' - 4 elements that make a job interesting in and of itself;

Case Study: how the Ritz-Carlton gets its employees to tape their own motivators; and more..

1704b Help your people tap their natural enthusiasm (54 min)

Use 'private logic' tools to uncover your employee's hidden motivators; how to identify and remove the demotivators that stifle your staff; specific tactics that managers at GE use to motivate their employees - and how to make them fit your workplace; and more ...

1704c Why every manager at your organization should listen to this program (38 min)

Motivation doesn't cost - it pays; Learn from the leaders; Stay a step ahead; Gain real tools and real answers.

HOW TO OVERCOME NEGATIVITY IN THE WORKPLACE (4 vols - 4 hrs, 25 min)

Don't let negative thinking drag you down, corrupt your career or sabotage your organization.

When negativity goes unchecked, morale slips, productivity suffers and people stop working well together Workplace negativity is just too powerful to ignore. This program looks at negativity from four distinct angles

1) how it can affect you personally, 2) ways it can spread and infect an entire workforce, 3) what you can do to reverse its tide and 4) how to spot and fix the problems within an organization that might be contributing to negativity.

1705a Don't let negativity drag you down or corrupt your career

One cross worker, sullen mood of cynical remark can quickly damage your professional image. That is why it is so important to protect yourself at all times from the contagious effects of workplace negativity. This first volume, you will gain strategies to help you ward off the negative patterns that can sabotage your own reputation. - 3 common sources of workplace negativity and how to steer clear of them yourself

Simple, effective ways to build up your immunity to negative thinking - Understanding the language of negativity: are you talking yourself into a pessimistic outlook?

The I.C.A.N. system to help you develop an optimistic response to any negative situation.

1705b Learn to stop the spread of 'travelling negativity'.

What happens when negativity goes unchecked? Morale slips and productivity suffers. Communication comes to a halt and people stop working well together. And if you are not careful, you may even become a 'carrier' yourself. Workplace negativity is just too harmful to ignore. You will see what causes negative attitudes to travel among co-workers. And you will discover positive ways to react when a negative person tries to 'bring you down'.

How to keep a co-worker's negative mood from affecting your own outlook - and performance. 6 methods to help you hold people accountable for their negative behaviours (so that they are less likely to repeat them). 3 essentials for dealing with defensiveness, hostility and chronic complaining.

Interactive vignettes and exercises show you the right ways and wrong ways to deal with negative people. Real life situations and learn the specific language and actions you can use to counter pessimism where you work.

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1705c Stamp out negativity before it strikes.

The good news: It is much easier to fight off negativity if you address it early on. Trouble is, one of the toughest parts of tacking pessimism is finding the courage and conviction to confront a negative person.

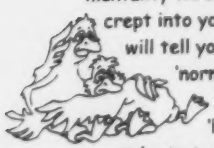
Vol. 3 alerts you to the signs and signals that negativity is making inroads where you work. You will discover the attitudes that create a hostile, conflict-ridden environment. You will gain proven ways to restore calm and confidence when people lose faith in upper management - and in each other.

- 2 ways to turn a would-be argument into productive problem-solving session.
- How to recognize and avoid 'stalemates' before they shut down communication.
- 3-2-1: the countdown method for countering 'It won't work' attitudes.
- What you can do to sway a negative thinker toward a more positive outlook.

Having trouble with one negative person in particular, watch this video together. Or, if negativity is slowly gaining ground in your team, stop it fast by scheduling a group viewing session. This volume is an eye-opener for anyone who works in a team environment. You and your co-workers can together whittle away the harmful effects of workplace negativity.

1705d Is negativity 'the norm' in your organization?

And how can you tell if it is? In Vol. 4, you learn how to pinpoint where negativity exists in your team or department, to what extent it has taken over. You will learn how group 'norms' (the behaviours considered acceptable by a majority of people) affect individual attitudes. You will see how peer pressure and leadership 'modelling' an quickly foster negative thinking. And you will learn a proven process for creating a positive, can-do mentality throughout your organization.. Has negativity crept into your workplace? A quick and easy assessment will tell you. What people's routines reveal about the 'norms' that have formed where you work. How to develop a Normative Profile to identify 'hot spots' of negativity.. Steps you can take to transform a negative environment into an upbeat, productive workplace.



HOW TO WRITE AND CONDUCT EFFECTIVE PERFORMANCE APPRAISALS (3 vols)

1953a Turn a Dreadful Task into a Motivating Tool!

Learn about: the role of the appraisal; why your performance reviews may be doing more harm than good; the psychology behind why managers and employees dread them; 6 reasons why performance appraisals are really worth your time and effort; how to use appraisals to identify over- and under- achievers, develop specific skills in your people, etc.; The 8 traditional performance appraisal methods and what you need to know about each; designing an appropriate appraisal format (or customizing the one you use now).

1953b Like It or Not, You're the Judge!

Learn how to: keep track of performance throughout the year, and evaluate it fairly; gather valuable input from the employee's peers and subordinates; use employee self-appraisals to let them tell their point of view up front; understand the major performance areas, and ways to evaluate them; organize, outline and write an appraisal that's on the mark and fair; "pinpoint" with specific examples to document your observations; summarize with a Performance Improvement Plan that provides meaningful guidance for the future.

1953c Be a Developer of People!

Learn proven ways to: avoid common evaluation biases that result in overly subjective and unfair appraisals; "Set the stage" to reduce anxiety and encourage openness; deal with the money part: award raises and handle "it's not enough" objections; motivate with praise and constructive criticism; inspire employees to walk out the door committed to long-terms improvement; shortcut the process without short-changing your employees (particularly helpful to managers with large staffs); identify new ways to improve the performance of individuals you've been reviewing for years.

New in 1998

1954 CONSTRUCTIVE CRITICISM - HOW TO BUILD BETTER PERFORMANCE (18 min)

Viewers can learn how to take the negative sting out of criticism and use this important skill to put the punch back in performance

New in 1998

1955 HOW SUPERVISORS SHOULD APPRAISE EMPLOYEE PERFORMANCE (REVISED) (20 min)

For most managers, employee performance reviews can be time consuming, emotionally draining, difficult to execute and sometimes not very rewarding. You can turn performance appraisals into productive, motivational sessions.

New in 1998

1956a APPRAISAL: IMPROVING PERFORMANCE TOGETHER (34 min)

Part 1: Provides a general outline of the role of the appraisal interview inside the workplace and identifies its importance. Improving the performance of individuals inside an organization. It also forms a teaching guide to the skilled approach of questioning techniques that are necessary for the achievement of successful appraisal interviewing

1956b APPRAISAL: IMPROVING PERFORMANCE TOGETHER (13 mins)

Part 2: This video is aimed at the appraisee. It highlights the objectives of staff appraisal and outlines a skilled approach to their part in the achievement of these objectives. Key areas covered include: Preparation, participation, contribution, and commitment

THE PSYCHOLOGY OF WINNING VIDEO LIBRARY

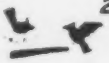
by Denis Waitley (5 vols)

Are you headed for success? Are you aiming for it? And will you recognize it when you get there? Now you can see Denis Waitley deliver the action steps that will guarantee success in your chosen field. Based on his best-selling program, The Psychology of Winning, this power video presentation shows you how to increase your income....achieve a greater sense of inner peace and happiness...improve your relationships....and much more!

2001a WINNING SELF-ESTEEM (55 min)
Learn why your true value lies in your potential - and not in your performance.

2001b CONFIDENT SELF-EXPECTANCY (50 min)
Learn to expect the best possible outcome - regardless of the challenge you face.

2001c UNLIMITED SELF-DIMENSION (50 min)
Learn why helping others succeed is the best possible way to succeed yourself.



2001d FOCUSED SELF-DETERMINATION (50 min)
Learn how to overcome distractions and focus all your energies on success.

2001e DYNAMIC SELF-DISCIPLINE (45 min)
Learn the amazing power of using attainable short-term goals to build toward long-term success.

HOW TO SET AND ACHIEVE GOALS (2 vols)

The first step to achieving your goals is to know yourself - decide what you want in life. Join the special group of people who are using goal-setting skills to accomplish even their most difficult goals.

2003a Vol. I (97 min)
Learn how to: overcome conditions that make you settle for less than you're worth; understand how your personality style affects your motivation; learn to eliminate what you don't want in your life.

2003b Vol. II (86 min)
Learn how to: get focused and take immediate, effective action; discover the major areas where you want to set your goals; pinpoint the areas in your job and life where you can make the biggest impact.

2004 HOW TO GET RESULTS WITH PEOPLE
(105 min)
How can you benefit from having more impact In people? Consider this: The next time you present an idea to your boss or colleagues...or reject a request...or need to make a good impression on a group...how successful will you be?
Less than two hours with this video program will help you get immediate results with all kinds of people, in your professional and personal lives.
Learn to: recognize the one principle that determines whether people support or resist you; increase your impact and enhance your reputation in your organization; move yourself the elusive "half step" between basic management and true leadership; handle difficult people in tough situations.

SELF-ESTEEM AND PEAK PERFORMANCE (2 vols)

High self-esteem. It means seeing why things will work, not why they won't. It means solving problems instead of placing blame. It means failing, learning and trying again instead of stopping or - worse yet - never trying at all. You'll be able to find more meaning in your work. You'll be more on top of things. And you'll be able to enjoy life with greater confidence, energy and optimism.

2005a Vol. I (90 min)
Learn: three keys to high self-esteem; risk-taking - how it can help you achieve peak performance; ten steps to peak performance; techniques to help you leave the past behind; ways to clarify your vision.

2005b Vol. II (95 min)
Learn: how to visualize positive results through powerful affirmations; using your support system to keep you focused on your goals; how to respond to feedback - from yourself and others.

SELF-DISCIPLINE AND EMOTIONAL CONTROL

(4 vols)

This power system is based on rational emotive therapy, which uses some of the most effective tools in modern psychology. Put these tools to work in your toughest situations, and you will see amazing results. This two-volume seminar features Tom Miller, a most unique and entertaining speaker. He gives you strategies that help you handle crisis and reduce stress. Methods for reducing compulsive behaviour (ideal for controlling your weight). And techniques to remain in control so you feel less pressured.

2006a Vol. I - Take Control of your Emotions (90 min)
Does your temper ever get you into trouble? Do you sometimes rub people the wrong way? When was the last time you promised to change and habit and you did? How much time do you waste by overreacting? The secret behind this powerful system is Rational Emotional Therapy.

2006b Vol. II Stay Calm and Productive Under Pressure (90 mins)

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How far could you go if you changed the bad habits that get in your way? How much time do you spend feeling hurt, guilty, inadequate and anxious? Are any of your bad habits rubbing off on your family or close friends?

2006c Vol. III – Lead a More Peaceful, Happier Life (60 mins)

Life is less turbulent when you learn to control your emotions and your reactions. What (or whom) triggers your emotions -- and how do you react? Do you...get anxious or tense?; resort to compulsive behaviours, like overeating?; fly off the handle?; try to ignore your feelings?; cry?; get depressed? Don't feel powerless - learn how to control your emotions instead. This video will help you understand yourself and change your problem behaviours for good.

2006d Vol. IV – Achieve What you Want in Life

Achieve what you want in life.

Getting what you want out of life takes self-discipline and emotional control...not just now and then...not just when you feel like it...but every day. After all, most of us already understand how we "should" act in certain situations. Everybody knows it is best to be...cool in a crisis; positive when things go wrong...; emotionally consistent with loved ones...; persistent when breaking a bad habit ...; steadfast and committed when taking on a new, constructive habit.

CAUTION: Not for the squeamish!!

DENIS WAITLEY: LIVE ON WINNING 4 vols

Learn powerful psychological strategies for excelling personally and professionally from Denis Waitley.

2007a Vol.I (70 min)

- Thermostats and thermometers: How to control your environment and stop letting it control you
- Internal vs external values: Do your beliefs drive your actions or vice versa?
- How to establish true self-acceptance even if you are not satisfied with your life
- Your "coat of arms": The three gifts you will always have
- How to handle criticism in a way that actually helps you feel better about yourself

2007b Vol.II (70 min)

- How to accept the unchangeable, and remove yourself from the unacceptable
- How to replace emotional, impulsive responses to situations with logical, responsible ones
- Psycho-soma: How your body reveals what's on your mind
- The single best way to overcome anxiety

- How to avoid the biggest mistake people make in planning their lives
- Brain mapping: A breakthrough from behavioral science

2007c Vol. III (70 min)

- Visuo-Motor Rehearsal: The "gold-medal" method for making winning an instant reflex
- Using Cognitive Reconstruction to turn dreams into reality
- The only way to break a bad habit
- The four steps for making a new skill permanent
- How to avoid the biggest mistake people make in planning their lives
- Brain mapping: A breakthrough from behavioral science

2007d Vol.IV (70 min)

- The questions you must constantly ask yourself to maintain your personal integrity
- Why successful people give more than they expect to get back
- Balancing your life in eight key areas: social, spiritual, physical, family, financial, professional, community and mental
- Visual, Visceral, Verbal: three ways to attract other people using their senses

THE BEST OF CAREERTRACK (1991)

Overview of various Careertrack seminars

2008a Vol.I (80 min)

- Self-Esteem and Peak Performance
- How to Deal with Difficult People
- Assertiveness Training for Professionals
- Stress Management for Professional

2008b Vol.II (80 min)

- Business Writing Skills
- How to Delegate Work and Ensure It's Done Right
- Getting Things Done
- Team Building

2008c Vol.III (80 min)

- Confident Public Speaking
- How to Give Exceptional Customer Service
- Professional Telephone Skills
- How to Listen Powerfully

2008d Vol.IV (80 min)

- Negotiate Like the Pros

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- **Building a Customer-Driven Organization: The Manager's Role**
- **Project Management**
- **High Impact Leadership**

2009 THINKING IN ACTION -

a - b (The de Bono Thinking Kit) (2 tapes - 24 min)
Edward de Bono is widely regarded as one of the leading authorities in the world on thinking as a skill. The course consists of six video segments, on two cassettes, a student's manual, and an instructor's manual designed to guide the trainer through each stage of the course:

1. Creativity, Design and Innovation
2. Improvement, Review and Productivity
3. People, Communication and Negotiation
4. Problems, Crises and Opportunities
5. Decision, Choice and Evaluation
6. Action, Planning and Implementation

2010 OVERCOMING PROCRASTINATION

A simple plan to help you get off Dead Centre and start right now. You may have reasons to procrastinate. We all do. It is a way to escape unpleasant tasks ... to get someone else to do them ... or to avoid failure. Whatever the cause, the results of procrastination are the same: frustration, anxiety, missed deadlines; and worst of all, lost opportunities. Don't let procrastination keep you from achieving your dreams and goals. This video program will give you a simple strategy to help you get started on you high priorities immediately.

2011 GOALS AND GOAL SETTING (20 min.)

Learn the fundamental process of establishing goals. Although organizational goal setting is emphasized, one section of the video is devoted to personal goal setting. Exercises and activities clearly articulate how to set, manage, and achieve goals for positive results in business as well as personal endeavour.

2012 ATTITUDE : Your most priceless possession

(Video - 25 min) (1 audio - 30 min)
'An individual's personality exists in the minds of others. The way other people interpret your personality is the key to how they relate to you. It is not so much what you think you are as it is what you transmit'. Adjust your attitude with the help of the video. Get advice from on-screen experts. Use the audio tape in your car or while exercising for review sessions away from home or the office.

2013 THE ART OF CRITICISM - Giving and Taking

(21 min)

Who needs criticism? Actually, we all do! If we cannot learn from criticism - if we cut it off - both our personal growth and our careers will suffer. And we put our businesses and jobs in jeopardy. Part I of this program is your guide to giving constructive, tactful criticism. Part II shows you how to take criticism professionally, without defensiveness, and without feeling humiliated. It is your guide to using criticism - even when it is tactless or unjustified - as an opportunity for development. Use this video and guide to break through the emotional barriers that limit communication, learning and growth.

2014 SETTING GOALS in the company of GHOULS

(30 min)
Three offbeat on-target parodies to get people thinking ... talking.... pumped up and pulling together. In this frighteningly funny video, you will enter The Department of the Dead - where a once powerful team has been transformed into a pack of listless zombies. Then you will peek in on the Department That Tried to Rule the World, as it tries to put the finishing touches on its 'Master Plan', and see how they get foiled by failing to set realistic goals.
Finally you will meet The Department that Stood Still - and witness the quick collapse of a team that was just too scared to focus on the future.
Learn what it takes to...
Involve people in the goal-setting process, so they take ownership of their action plans Set small, realistic goals you can track Maintain momentum when things are good so you don't lose track through lack of planning.

2015 IT'S IN EVERY ONE OF US

(1 vol - Wernher Krutein - David Pomeranz)
This video is a powerful reminder of our common humanity. It is an unforgettable 5 minute video blending images of our global family with music and lyrics that celebrate the human spirit. It lets us feel the wisdom and truth we carry within us. 'It's In Every One of Us' renews the spirit whether seen for the first time or the hundredth. It is guaranteed to fill you with love, respect and compassion: the qualities so necessary to help heal our troubled planet as we move towards the 21st century.

Wernher Kruitein has won numerous awards as a filmmaker and photographer. 'It's In Every One of Us' beautifully demonstrates Wernher's unique ability to capture and illuminate the spirit of the world's people. David Pomeranz is one of the most highly respected singers and songwriters in America today. His work has been recorded by Barry Manilow, Bette Midler, John

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Denver and many others. 'It's in Every One of Us' is David's love song to the human race and like most of his work it displays his uncanny ability to touch people in a deeply personal yet universal way.

New in 1998

2016 PRINCIPLE-CENTERED LIVING

a - b (2 vols - plus workbook) - Stephen Covey
When people center their lives, they become more balanced, unified, organized, anchored and rooted. Stephen Covey shows you how to discover this foundation and cornerstone for success by identifying the four levels of natural laws which govern our lives, Interpersonal, Managerial and Organizational. Discover how to identify your source of personal security. Learn to base your center upon timeless principles that increase your effectiveness - make commitments that are deeper and longer lasting than your temporary moods ... even create a family mission statement that will provide the basis for love, harmony, growth and happiness.

New in 1998

2017 HOW SERIOUS IS THIS?

(1 vol - 80 min) Loretta LaRoche, M.D. (Mirth Doctor) Loretta helps us find the path to "The Joy of Living". Letting loose, viewers will move and groove through some practical exercises - everything from how to breathe "the right way" to exaggeration therapy, a technique for examining life's worries and seeing how quickly they can be moved from the sublime to the ridiculous.

New in 1998

2018 THE JOY OF STRESS

(How to Prevent Hardening of the Attitude)
(1 vol. 56 min) Loretta LaRoche, M.D. (Mirth Doctor). Discover how to make yourself crazed and humourless. Explore humourous option to reduce stressful situations. Reward yourself with giggles and belly laughs. Guaranteed to put you on a natural high.

New in 1998

2019 HUMOUR YOUR STRESS

(Just for the Fun of It!)
(1 vol. - 56 min) Loretta LaRoche, M.D. (Mirth Doctor). Loretta LaRoche is ready to help viewers in their continuing quest to get a handle on their stress. Behind her irreverent, unconventional, wacky and just plain funny style, Loretta has successfully found a way to make cognitive therapy (rethinking the way you think) accessible, and in so doing, help viewers see "the folly of their ways" and put their lives back into perspective.

New in 1998

2020 PARENTING WITH HUMOUR - (Is It Possible?)

(1 vol. - 60 min) Loretta LaRoche, M.D. (Mirth Doctor) Designed to promote the concept that parenting is a serious job, but you can do it and take yourself lightly. Discover ways to incorporate more joy and humour into parenting on a daily basis through the use of humour. Full of laffs and Ta Dah's!

New in 1998

2021 SPONTANEOUS HEALING

(1 vol - 72 min) Dr. Andrew Weil
Aired nationally on PBS and receiving massive TV and press abilities and resilience is an integrated approach to wellness through nature and medicine. Dr Weil draws on a wealth of techniques from around the world to resolve life-threatening disease. This practical and inspiring video is an essential guide for understanding the healing powers within each of us.

New in 1998

2022 8 WEEKS TO OPTIMUM HEALTH.

(1 vol -) Dr. Andrew Weil
Dr Weil reveals an easy-to-follow program of exercise, diet, vitamins and meditation that will maximize the potential of your mind and body.

New in 1998

2023 TAKING CONTROL OF DEPRESSION:

Mending your Mind (1 vol - 30 min)
Good for explaining depression.
Join celebrity guest Ed Asner, leading physicians from the National Institutes of Mental Health and Emmy award-winning host, Alan Xenakis, M.D. for an insightful look into the facts about depression, symptoms and causes, methods of diagnosis and treatments that work.

New in 1998

2024 A NEW ATTITUDE (1 vol - 60 min)

Achieve personal and professional success by keeping a positive mental outlook. You will learn strategies and techniques that you can use immediately.
Learn:
- extinguish burnout and grasp the extra energy to succeed
- which natural trait can sap your attitude ... if you do not keep an eye on it.

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- An unexpected strategy to put a smile on your face ... and a zip in your attitude
- What you will gain if you walk toward change and not away from it
- Hear ye, hear ye: boost your self-image by listening for negative "self-talk"

Also check

1290 - Beyond Secretary
701- Professional Image

2025 SELF ESTEEM **(1 vol - 60 min - with Patricia Wilson)**

You will learn sound strategies to make your self-esteem soar. Find out just how confident you are ad how you can tackle tough situations without hesitation. After this one-hour workshop, you will discover a new you with new levels of productivity.

Learn:

- Self esteem building tool you have had since birth
- Strategies to keep "workaholism" from sinking your self-image
- How to minimize downtime and maximize your potential
- Master the techniques that will boost your self confidence overnight

2201 CROSBY ON QUALITY

a - b Controversial, passionate and convincing, Philip Crosby reveals his formula for companies to achieve reputation-building, cost-cutting quality.
Vol. I: (18 min) Shows Crosby in action in front of an international audience of business executives, and at home at his Winter Park consulting firm.
Crosby details how to take the health of *any* company from "comatose to wellness", and reveals how quality management has become a life as well as a business issue as he applies his famous Four Absolutes of Quality to the management of his own personal "wellness".
Vol. II: (25 min) Crosby's ideas are shown at work in three organizations that used his methods to build what he calls "Eternally Successful Organizations".

Phil Crosby is without doubt one of the world's leading authorities on "The Quality Revolution". Phil's reflective and practical advice stems from a lifetime of involvement in quality issues

2203 QUALITY THROUGH CONTINUOUS IMPROVEMENT (13 min)

Quality improvement is not just something that huge companies have to consider. It's equally vital for all of us in every aspect of our working lives.
This video shows how a small or large business can "win through continuous improvement".

ROADMAP FOR CHANGE (2 vols)

2204a The Deming Approach (30 min)

Deming says that business success requires a transformation of the company's operations, based on a 14-point philosophy. Commitment to this change begins with total dedication by top management and permeates the entire organization. Among his concepts he states that as quality improves, productivity automatically increases.

2204b The Deming Legacy (26 min)

Here's a case history that shows how multidisciplined teams can solve production problems. Deming's statistical methods are used not only to solve immediate problems but also to assure ongoing improvement, and how a production system concept provides continual feedback to evaluate the quality of vendor supplies and effective quality control.

2205 THE QUALITY MAN (25 min)

It costs money to do things wrong - It costs nothing to do things right. Philip Crosby, a leading expert on quality management, has found that many companies waste the equivalent of 20% to 30% of sales revenue in rectifying faulty products. To save this money, Crosby advocates a Quality Improvement Process which can be used in all business areas.
Crosby also deals with questions often asked about quality improvement. Should quality control be left to the quality manager? What part should management style play? How important is communication? Why do so many companies have problems with quality?

2206 MANAGEMENT'S FIVE DEADLY DISEASES: A CONVERSATION WITH DR. W. EDWARDS DEMING (16 min)

If your company emphasizes short-term profits, annual performance ratings, mobile management, or other practices, it could be suffering from **Management's Five Deadly Diseases**! In this program, Dr. Deming clearly shows how five major elements of management inhibit growth and full productivity. You'll be challenged to evaluate and change your own management style in order to increase your competitiveness in the marketplace.

2209 THE SHAPE OF THE WINNER WITH TOM PETERS (68 min)

In **The Shape of the Winner**, Tom Peters says that the fast-changing, highly competitive global economy of the last 15 years demands that companies not only adopt new strategies but also take on an entirely new shape. The successful organization in today's economy is smaller, less hierarchical, faster moving and more responsive. This new-style winner focuses obsessively on quality, service, technology and people. It's competing internationally with an across-the-board ethic of constant improvement.

2212 BASIC STATISTICAL APPLICATIONS

Your company's reputation for quality depends on your product. This video course introduces you to techniques that can help you switch from defect detection to defect prevention. You will see how statistics are used to systematically evaluate information, determine process stability, and identify problem causes. Increase your overall manufacturing effectiveness through the use of

the Statistical Process Control (SPC) method. This videotape course "The Basic Statistical Applications videotape course is designed for individuals who are just beginning to apply SPC.

2213 QUALITY AND PRODUCTIVITY IMPROVEMENT THROUGH STATISICAL METHODS.

a - b (2 vols - 120 min)
This videotape course shows you how statistical process control (SPC) is applied. You can achieve significant

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improvement in both the quality and productivity of your manufacturing processes by implementing SPC in your facility.

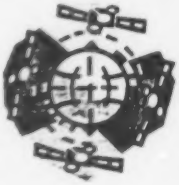
Learn how to apply SPC to monitor your production process. Through this videotape course, you will see how SPC can be applied to reap the benefits of properly applied statistical techniques. To fully utilize this course, you should have some knowledge of fundamental statistics. If you do not have this background, but realize the importance of implementing SPC at your facility, the Basic Statistical Application Course (2212) is your first step.

QUALITY OR ELSE (3 vols)

An array of international experts in quality management and economics affirm and drive home this point: For ultimate survival and a positive bottom line, "quality is not merely desirable, it is compulsory".

2220a The Global Marketplace (58 min) - Due to increasing global markets, the issue is no longer where a product is made, but how well it was made. This part of the program explores: international marketplaces, the use of new technologies, and the new management philosophies behind the Quality Revolution.

2220b Change to Survive: A Brand New Ball Game



(58 min) Change is necessary in order to stay competitive in the new global marketplace. This part of the program explores new governments, companies, managers, and workers have made, and continue to make, drastic changes in order to survive.

2220c How to Hit the Moving Target (58 min) - This part of the program shows how quality is being achieved, not only in manufacturing, but across the board in health care, other service industries, education, and government.

2221 QUALITY: IMPERATIVE! (17 min)

This video shows the importance of quality production and management, and its place in business today. Using ten Canadian companies as examples, you will learn the five quality themes:

1. Leadership - how the top of the organization communicates the importance of quality to the bottom.
2. Customers - their demand for a top quality product and/or service.
3. People Involvement - how the whole organization must make quality a priority.
4. Measurement and Benchmarking - testing the product and/or service for quality.
5. Innovation - how new ideas in quality will help through many aspects of the organization.

Marlow, who already has publicly committed to winning the distinguished Malcolm Baldrige National Quality Award - the highest level of national recognition for quality that a United States company can receive - reveals some of the startling progress with bottom line results Marlow Industries has achieved in less than three years.

2229 A DAY WITH DR. W. EDWARDS DEMING

a - b (2 vols. - 4 hrs.)

This two volume video represents a four hour national, live satellite presentation held by the George Washington University on June 21, 1990. Dr. Deming discusses and provides his views on "Transformation In Management. His principles of management, all 14 points, have revised thinking in practice regarding quality around the world.

IMPLEMENTING TOTAL QUALITY MANAGEMENT

(4 vols)

There's a quality revolution going on - join in or get left behind. Clearly improving quality is forefront in the minds of managers. That probably explains why Total Quality Management is such a phenomenon. It is being implemented with dramatic results in organizations of all types and sizes. It is relevant - indeed, crucial - for service companies, manufacturers, government, small businesses, education, health care and nonprofit. How to make TQM work in your organization - with Verne Harnish If quality improvement is an issue that concerns you, this video program provides the solid foundation you will need to get Total Quality Management started on the right foot in your organization.

2235a Looking at Quality from the only perspective that matters - your customers' (61 min)

Vol 1 provides the solid foundations you will need to get Total Quality Management started on the right foot in your organization.

2235b Using Your Customers to Influence Your Quality Goals Vol. II - covers the principles behind customer-driven quality. You'll learn to monitor your customers' likes, dislikes, wants and needs - then incorporate your findings into strategies your people can act on every day.

2235c How to focus on facts when implementing and evaluating TQM

Vol. III :focuses on solving problems systematically. You needn't be a mathematician or statistician to make sense of what's going on. It's all explained in easy-to-

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grasp terms with crystal-clear, real-life examples.

2235d Everyone gets in the TQM act ... but who runs the show?

Vol. IV :(min) shows you how to get full and visible buy-in from everyone in your organization - from the top down. You'll learn to create the support needed to begin your quest for ultimate quality.

Also look under Sections

MANAGEMENT, CUSTOMER SERVICE and CHANGE
for tapes on Quality
1532 a - Making Quality Count

2403 5 STEPS TO SUCCESSFUL SELLING (81 min)

Zig Ziglar makes selling sound easy. He gives you the benefit of the savviest techniques of the premier salespeople in several industries. You don't have to be a professional salesperson to reap the benefits of "5 Steps to Successful Selling".

What you'll learn:

A six-step process for handling objections. How to "grow" accounts. How to know what your buyer really wants. Five winning closes. Seven ways to develop and maintain a strong self-image. Where to find the best sales prospects. How to create powerful presentations. How to boost your self-confidence to make selling more fun. And more.

REAL SELLING

2405a Preparing for Successful Sales Relationships

This program covers:

- Getting started and establishing first contact.
- Prospecting by getting and using referrals.
- Preparing for each new sales call.
- Handling "gatekeepers".
- Using the phone to ring up qualified sales leads.
- Initiating and handling the first meeting.
- Anticipating sales "surprises".
- Turning cold calls into warm calls.
- Understanding your product, your company, and your marketplace.
- Adjusting your style to different situations.

2405b Making Effective Sales Calls

This program covers:

- Developing your personal sales strategies.
- Reading what customers silently reveal.
- Setting solid objectives.
- Understanding group dynamics.
- Establishing credibility.
- Dealing with personality conflicts.
- Presenting benefits.
- Asking "open" questions.
- Personalizing your sales presentations.
- Focusing on the prospect's long-term success.
- Knowing when to stop selling.
- Finding the decision maker.
- Ensuring the second call.

2405c Dealing With Buying Objections

This program covers:

- Spotting and seeing through smokescreens.
- Probing for hidden objections.
- Encouraging objections and making them work.
- Letting customers control the sales process.
- What really counts when you make your case.
- Dealing with changes without changing the deal.
- Meeting customers halfway by compromising effectively.
- Turning "no" into "yes" by negotiating "win-win" situations.
- Visualizing success and making it happen.

2405d The Closing Process - When and How

This program covers:

- Testing buying readiness with trial closes.
- Identifying customer buy signals.
- Resolving objections.
- Moving toward the close.
- Building on agreements.
- Making closing natural.
- Being persistent.
- Protecting your customer.
- Finding extra sales in the first sale.
- Overcoming buyer remorse.

2901 THE COLD CALL

"The Cold Call" demonstrates the specific skills and disciplines of telephone selling, and the dangers of ignoring them. Its primary audience is all people who may have to initiate sales calls to prospects, either to get orders direct or to make appointments for visits. It has many examples of good and bad sales technique that can be applied to any sales situation. (John Cleese)

2902 BE PREPARED TO SELL (24 min)

How to Sell a Product, a Proposal or an Idea to a Group

Learn how to: establish rapport, focus and hold group attention; empathize and understand your customers' needs; build our credibility and earn your customer's trust; let your customer "experience" the benefits of your product or proposal; establish commitment and motivate action.

2903 HOW BUYERS LIKE TO BE SOLD

a - d (4 vols. - 3 hrs. 58 min)

Selling from the customer's perspective

Do you really know -

- What your customers think?
- What gets their attention?
- What they fear?
- What "reputable" sales strategies actually turn them off?
- What makes them say "yes"?

How Buyers Like to be Sold gives you honest answers to these questions. In this insight-rich program, you'll hear straight talk on winning sales techniques - from the customer's point of view (the only view that matters).

Some of what you will learn:

- How to give your customers a reason to listen to you in the first place

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- The classic, irresistible hooks to use when pitching your prospects
- How to get your foot in the door with a prospect who is loyal to another supplier
- Proposing with perfection: developing a "look and feel" that is right for you
- How to involve your techno-service givers will speed up the purchasing process
- When and why reducing a buyer's choices to speed up the purchasing process
- When and why reducing a buyer's choices can actually lead to an easier sale
- Fear tactics: the one and only time that customers respond to them
- Getting new clients acclimatised to your company (and creating and high standards image in the process)
- Staging your comeback: how to recover from mistakes and end up looking even better
- Why not to close early and close often
- Why you should never treat price increases lightly - and specific ways to soften the blow

2904 THE POWER OF SUGGESTION (20 min)

This video focuses on successful Suggestive Selling Techniques for frontline associates. This video goes beyond basic selling skills training to concentrate on suggestive selling skills to enhance and build sales volume. It covers both "when" to make suggestions, as well as "what" suggestions to make. An interesting storyline features retail associates in a variety of settings.

2905 GUERRILLA TACTICS FOR STREETWISE SELLING

Pam Lontos is one of the country's foremost sales and motivational speakers and the author of 'Don't Tell Me It's Impossible Until After I've Already Done It'. She has trained thousands of sales people. She is the former VP of Disney Broadcasting. As sales manager of a radio station in Dallas, Pam raised the station's revenues 500% in one year after a decline in ratings. With her diverse background, she knows what works because she has done it!

2906 CLOSE THAT SALE

(1 vol - 20 min - guide "Closing")
A process - not a problem
Closing the sale is one of the most difficult aspects of selling for most service professionals and sales representatives. The video and guide shows how the process of demonstrating products and services is directly linked to achieving the sale.
Six ways to build trust with your client
The five closing principles that keep you on track for the sale

Why asking a provocative question is the key to closing
Guiding the discussion - or - How to maintain control during your presentation

Also check

1531k - How to Sell Well
1531m - Superior Sales Management

3204 Business Service Centre (1994 - 6 min)
Information video
First stop - one stop - Whether you are thinking of starting a business or already operate one, the Business Service Centre can help you with your business questions. We are your first point of access to information on Federal and provincial government programs, services and regulations.

3205 HOW TO REALLY START YOUR OWN BUSINESS (2 hrs)

Own Business: The best ideas. The proven techniques. The pitfalls to watch out for.
The Idea: See how to find winning ideas. How to determine market potential, consumer demand, competition, pricing, and more.
The Money: Exploring your options. How to find the financing you need.
The Structure: Should it be a sole proprietorship? Incorporation? Partnership? You'll see what works best for you.
The Plan: How to create a business plan that works and grows with you.
The People: Putting together your team. Where to turn for outside advice. How to attract, hire, and get the best from your staff.
Cash Flow: Managing the money. What you don't know can make or break a business.
Making Contact: Finding suppliers, establishing valuable credit and building profitable long-term customer relationships.
Looking Ahead: What you can expect when your business opens.

3205b Guide for How to Really Start Your Own Business Use with video 3205

3209 OWNING MY OWN BUSINESS

Televised 13-part seminar) .
Sharing an interest in the entrepreneurial spirit, the Atlantic Provinces Chamber of Commerce, the Atlantic Canada Opportunities Agency, St. Mary's University, and the Faculté des sciences de l'administration de l'Université Laval combined their efforts to adapt the instructional television series "Posséder mon entreprise"
(which is also available as 5410 in this catalogue) to the anglophone community of Atlantic Canada. The concept, originally conceived at l'Université Laval in Quebec, was adapted for Francophone audiences in Atlantic Canada under the name "Posséder mon entreprise". "Owning My Own Business" is the first English translation of this successful series and has undergone a complete adaptation and update
The purpose of this textbook and video is to guide you through each stage of the development of a business idea into a well-planned venture. It instructs, explains concepts, raises questions and suggests answers, but constantly encourages you to make your own choices based on what you believe is best for you and your business. Each chapter ends with a summary of key issues and an assessment which will help you to reach key decisions.

STARTING A BUSINESS (4 vols.):

3210a Tape 1: - Personal Considerations (50 min)
Are You an Entrepreneur?
What Will Your New Venture Demand?
What's the Best Business for You?

3210b Tape 2: Assessing Opportunities (72 min)
Who Will Your Customers Be?
How Will You Penetrate Your Market?
How Do You Buy a Business?
How Do You Buy a Franchise?

3210c Tape 3: Financial Considerations (56 min)
How Much Capital Will You Need?
How Will You Find Capital?
How Can You Survive Business Crisis?

3210d Tape 4: Do You Need a Business Plan?
What Should Your Business Plan Include?
Who Will Help You Start Your Venture?

SOMETHING VENTURED (The Entrepreneurship Institute of Canada) (26 vols.- 30 min. each)
An entrepreneurial approach to small business management. Learn what it takes to succeed.

Module I: The Nature of Small Business
3211a Small Business in a Big World
3211b On Your Own?

Module II: Investigating Entrepreneurial Opportunities
3211c Finding a Niche: Determining Business Potential
3211d New or Used? Buying a Firm or Starting Your Own
3211e The Ties that Bind: Franchising Opportunities
3211f The Different Look: The Nicole Miller Story

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Module III: Establishing the Firm
3211g Taking Aim: The Marketing Plan
3211h Where to Hang the Sign - Code
3211i The Buck Starts Here: Startup Capital
3211j Making it Legal
3211k From the Ground Up

Module IV: Marketing Your Product or a Service
3211l The Right Mix: Product/Service Strategies
3211m What the Market will Bear: Pricing Products and Services
3211n Out From the Crowd: Promotional Strategies
3211o Going Places: Distribution Channels and International Marketing
3211p Vintage Blend: The Floris Vineyard Story

Module V Managing Operations
3211q Making the Pieces Fit: Managing a Small Business
3211r The Human Factor
3211s Taking Stock: Purchasing and Inventory Control
3211t "The Play's The Thing....": The Oregon

Module VI: Financial Management of the Small Business
3211u Keeping Track: Financial Accounting
3211v The Money Flow: Management of Working Capital
3211w Risky Business: Risk Management
3211x Publish or Perish: The Sun Publications Story

Module VII: Social Responsibility and Small Business
3211y For Everyone's Good: Social Responsibility
3211z It's The Law

GROWING A BUSINESS (10 vols) EXCELLENT
What new ideas are brewing in the hothouse of management-science? Paul Hawken, a soft-spoken entrepreneur has created a fascinating and entertaining series based on interviews with successful business founders. The series offer the spirited entrepreneurs advice on different topics: how they got started, how they developed their products, how they raised capital, how they handled the numbers and how they formed a vision beyond dollars and cents and shared it with their employees.

3212a THE GREAT GAME OF BUSINESS (27 min)
Introduces the nine entrepreneurs featured in this series: including founders of Patagonia, Esprit, Ben and Jerry's, a community bank, a parts remanufacturer and more.

3212b BEGINNINGS (28 min)
Examines the startup phase of a new business. This program looks at the entrepreneurs world and what excites them to envision a new product or service.

3212c MONEY (27 min)
The role of capital in starting and expanding a business. This episode shows the need for small companies to use resourcefulness and creativity rather than always turning to money to solve problems.

3212d PRODUCT (28 min)
North American consumers are evolving from passive consumers of mass merchandise into value and quality conscious customers. This program looks at how several companies perceive quality and it relationship to their products.

3212e GROWING PAINS (28 min)
Rapid growth can cause problems, this program shows how several companies dealt with growth, or in one case, resisted it.

3212f NUMBERS (28 min)
Numbers express relationships within a company, and without understanding numbers, you cannot understand your business. This episode looks at the need to know what's happening in your business by and beyond the books.

3212g EMPLOYEES (27 min)
A look at the ways that traditional barriers between management and employees can be replaced by a peer relationship.

3212h SERVICE (27 min)
The poor service in many North American businesses is the single biggest opportunity for new businesses. Says Paul Hawken, 'The customer comes first? Not really: The employee comes first.'

3212i MARKETING (27 min)
This program demonstrates how imaginative marketers sometimes achieve success by breaking the rules. Colourful examples include a highly unconventional bank where delivery vans bear murals of thieves attempting a robbery.

3212j THE BROADER VISION (28 min)
Deals with a company's responsibility to the community, the program spotlights companies where 'doing good' and being in business are compatible concepts.

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3215 YOUR OWN BUSINESS - GETTING STARTED
(35 min)

This video takes you through all of the steps involved in setting up a small business including financing sources, writing your business plan, knowing your market, your competition and yourself. The video is narrated by Max Fallek, author of the best selling book 'How to Set up Your Own Business', and Customer Service. Feature story: Stew Leonard is a former milkman. Today he runs a $100 million a year dairy store - the world's largest. Find out why customers are his best 'research reports'... his secret for creating powering advertising and what his 'real' product is (if it isn't dairy!)

New in 1998

3217 SMALL BUSINESS SUCCESS
(1 vol. - 60 min)

Michael Gerber believes that no businessperson is truly successful until they can confidently call their business and say "I am taking the next three months off". You can achieve this kind of independence by learning how to concentrate on how you do business

3220 ENTREPRENEURS (1 h.24 min)

A presentation of the talents, ambitions, roles and involvement of successful entrepreneurs. The film shows the ups and downs on the tumultuous road of the business world.

ENTREPRENEURSHIP

3221a Vol. I

Discusses key factors that potential entrepreneurs should investigate, primary reasons for success or failure for small business, and what's really important in starting a business. Concludes with business structures: sole proprietorship, partnership, and corporation and the advantages and disadvantages of each structure.

3221b Vol. II

Shows how entrepreneurs should develop a comprehensive financial plan. Discusses evaluation of net worth, cash flow problems, and the relationship between start-up and operating costs. Covers sources of funds and advantages of equity funding and debt funding.

3222 MINDING YOUR OWN BUSINESS (12 min)

This video tracks the careers of five young entrepreneurs, whose ideas and energy embrace an amazing diversity of interests - from craft work to the aerospace industry. Their stories are fascinating and unique. Their success is marked by innovation, determination and hard work.

3223 "ENTREPRENEURSHIP FOR CANADIANS: a - f THE SPIRIT OF ADVENTURE" (3 hrs)

This video was designed to be a catalyst to increased and improved entrepreneurship education throughout Canada. The series comprises six half-hour video programs:

1) Catching the Spirit
2) Developing the Skills
3) Recognizing the Opportunities
4) Developing the Idea
5) Planning and Problems
6) It's a Way of Life

3224 IN SEARCH OF EXCELLENCE (90 min)

Top American Fortune 500 companies show the skills and tactics they have used to attain their high success rates and stay in competition with foreign countries.

3226 A WEB IS NOT A LADDER (24 min.)

Six women who own and operate successful small businesses offer down-to-earth advice on everything from how to deal with the sexist loan policies of major lending institutions to business ethics and personal goals. While acknowledging the social barriers that women entrepreneurs still face, this upbeat video celebrates their strengths and accomplishments.

3228 "WHAT IF?" - WOMEN INVENTORS AND ENTREPRENEURS (17 min)

This video features interviews with seven successful inventors and entrepreneurs. From farmer to actress to engineer, the women profiled are a diverse and dynamic group. Their inventions - computer aids for the disabled, a novel mirror, award-winning furniture and a new yeast strain - are equally varied and creative.

In this video interviews are shot on location in the work place. They offer glimpses into the business and personal lives, satisfactions and hurdles facing women in the challenging field of new product development.

3229 WOMEN IN BUSINESS (A MUST FOR MEN TO SEE!!) (60 min)

Learn from other female small business owners and executives about how to find support and advice, overcome stereotypes, be taken seriously, get tough when necessary, obtain financing, balance work and home, pick a good team, project the right image, sharpen your negotiation skills, and more. This video even teaches you how to stay cool under pressure. It provides positive support and reinforces the success factor for women.

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3230 HOW TO RUN A SUCCESSFUL FAMILY BUSINESS (60 min)

Filmed at Inc's 1990 Family Business Forum, "How to Run a Successful Family Business" is an invaluable tape for anyone currently in a family business, or considering starting one. Ten successful family business owners and management experts present their ideas for mastering the dynamics of running a business with your family. This tape is designed to help you make running this unique kind of business the rewarding experience that it should be.

Part 1: Structures:
Why you develop a Family Council, a Management Development Committee and a Board of Outside Directors.

Part 2: Succession:
The four stages of family business: getting started, bringing children or siblings into the business, working effectively together, dealing with leadership transitions.

Part 3: Regeneration:
How to spark energy and vision into the next generation. Passing on the entrepreneurial dream.

Part 4: Communications:
Learning to confront concerns directly to help solve crucial business issues. Communication between spouses, siblings, and generations.

Part 5: Estate Planning:
Strategies for passing on the business while keeping it intact. Techniques for dealing with active versus inactive family stockholders.

Business Opportunities

3233b How to Succeed in a Home-Based Business

Increase your chances of running a successful home business by starting correctly. Determine what areas of home business might be best suited to your talents and skills and how to take it to the first step.
Speaker: Douglas Gray, National Home Business Institute.

Preparing Yourself for Business

3233f How to get Free Publicity for Your Home Business

Douglas Gray has become one of the major resources for the national media on the subject of home-based and small business. He outlines the steps you can take to promote yourself and your business, what the media needs from you and how to provide it to them for successful publicity.

3233g How to Write Press Releases that Pack Power

There is more to writing a powerful press release than the "Five W's". Learn from a practising editor what "sells" in the newsroom and how newspapers judge your press release for publication.
Speaker: Phil Melynchuk, Vancouver Newspaper Network

Sources and Resources for Your Business

3233h Successful Marketing on a Bootstrap Budget

Devising the right product or service you wish to sell is only one part of your business equation. You must learn how to market successfully using proven business techniques. Learn from a best-selling author and expert on this tape. Speaker: Douglas Gray, National Home Business Institute

3233i How to Price Your Products and Services

Learn how to successfully price your product for maximum profit, what factors to consider when making your decision, and how to deal with pricing competition.
Speaker: Douglas Gray, Author of "Home Business Inc."

3233j A Legal Primer for Home-Based Business

A whirlwind workshop that provides you with the basics on home-based business and the law, from contracts to collections from Municipal regulations to employees. Discover the advantages and disadvantages of partnerships, incorporation and proprietorships.
Speaker: Douglas Gray, B.A.L.L.B.

3233k Tax Tips for Home-Based Business

Maximize your income as a home-based business operator by taking advantage of allowable deductions. Learn about what you can legitimately claim as a business expense to increase your "stay home" profit.
Speaker:Douglas Gray, National Home Business Institute

3234 SETTING UP A HOME BASED BUSINESS

(The Entrepreneurship Institute of Canada)
(50 min)
This, the first and only video of its kind that presents each step that one should take in setting up and/or operating a Home Based Business. Starts with how to be successful in a home based business. Includes the design of your office, how to avoid the pitfalls and frustrations of running a business out of one's home. Presents unique networking strategies that one can employ when operating out of one's home, including selling and marketing techniques such as telemarketing and direct mail.

New in 1998

HOME SENSE

The Home Based Business Show. 13-part TV series with real people and real businesses. Host: Lisa Marie Schwartz. Do's and Don't's from experienced profile guests; Expert advice about current technology; Facts and figures about home based business; practical information for the viewer; The Business Development Bank of Canada (BDBC) gives professional

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suggestions about the essentials of home based business. Designed to educate and entertain budding entrepreneurs at all stages of development and growth of their home based business.

3235a Reasons for Opening a Home Based Business
Many reasons to open a home based business, from wanting more control to wanting to be your own boss.
The Importance of Planning
To give your business a head start, plan the direction for your business
BDBC: Start up expenses
Tech Tips: Operating guidelines for the home based business

3235b Pursuing a Passion
What drives a home entrepreneur and how to make your business a successful one?
BDBC: The C.A.S.E. mentoring program
Tech Tips: Self-analysis for the home entrepreneur

3235c Assessment
What does it take to open and run a home based business?
A Closer Look
Two businesses - one moved home to continue operations and the other expanded its home base because of exponential growth.
BDBC: Traits of the entrepreneur
Tech Tips: Hoe to make your customers comfortable in a home office

3235d Environment and the Home Based Business
How to have Environmentally friendly business practices.
BDBC: The importance of customer service
Tech Tips: Environmentally friendly business practices.

3235e Market Research
One of the best ways to get your business off to a strong start is by doing market research.
Separating Business and Home
A home entrepreneur has a lot under one roof: How do you separate business and family?
BDBC The marking plan
Tech Tips: Strategies for separating business from home.

3235f Cutting Edge
Find out how home entrepreneurs stay on the cutting edge to improve business success.
BDBC Where can the home entrepreneur go for help.
Tech Tips: Marketing Strategies.

3235g Hobby Home Based Businesses
How do you turn a hobby into a business?
The Voices of Experience
Home entrepreneurs who have been in business for years give advice on business practices.
BDBC How to be prepared for the interview at the bank.
Tech Tips: Protecting your ideas, property and creations.

3235h The Competitive Advantage
Home entrepreneurs have many advantages that makes doing business easier and more productive.
Financing Options
Chartered banks are not the only avenue for entrepreneurs when it comes time to secure financing.
BDBC: The importance of business skills and how to get them. Tech Tips: Some strategies to sustain a home based business while cash flow is lean.

3235i A Working Network
One of the most valuable assets a home entrepreneur has is a network of contacts. How do you establish and maintain a network?
BDBC - How to determine which marketing techniques are best for your business.
Tech tips: Navigating and marketing on the internet.

3235j Balancing Work and the Rest of Your Life

For the home entrepreneur, a balanced life means managing work, family, social life, and finding a release for the stress caused by being busy.
BDBC: A bank's interest in small and home based business
Tech Tips: Managing Stress.

3235k Accounting Basics

Key accounting questions are answered by an accountant and experienced home entrepreneurs.
Lifestyle Changes
A home business will bring lifestyle changes that have to be planned for or coped with along the way.
BDBC: Managerial experience and training for a home based business
Tech tips: Precautions to take when giving credit.

3235l Technology for Home Based Business
Improvements in technology have made business easier: Find out how some home entrepreneurs are using new technologies.
The Business Plan
One of the most important tools an entrepreneur has is a business plan. Why is the business plan important and what it can do for a business.
BDBC: Strategic Planning
Tech Tips: How to manage your money for lean times.

3235m The Mission Statement

More businesses are using a mission statement to focus and create goals. Find out how it is used and how it helps the home entrepreneur.
The Payoff for the Home Based Business
Running a home based business can be a rewarding and profitable venture.
Entrepreneurs tell us about their experiences.
BDBC: The business plan
Tech Tips: Hoe to make contacts and prevent isolation.

New in 1998

3236 INTRODUCTION TO FRANCHISING
(1 hr.28 min)

Case Study: SUBWAY Restaurants. Discover how the franchise industry has such a profound impact on consumers and retail consumption around the world, and how a company started by a teenager, grew to become the second largest franchise system in the world. By introducing the world of franchising, we uncover the

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origin of 75% of retail sales in the U.S. By profiling SUBWAY®, we can teach many lessons about business:

- Starting Up
- Franchising a business
- Becoming a franchise
- Managing Growth

For the first time, The Young Entrepreneurs Network™ has created an educational video focusing on the most pressing questions students and others new to the business world have:

How does this affect me?
What kind of opportunities are out there?
How can I do that?

This in depth look at SUBWAY® takes you from the very first days when 17 year old Fred DeLuca started the company with a neighbor, through their decision to franchise at 16 stores, and today, to some of their most advanced legal issues.

Young Entrepreneurs Network™ - http://www.yenetwork.com

3241 DANCE WITH BUSINESS (6 min)

Follow in the steps of Christine DeGrâce.

Christine DeGrâce, a student at école secondaire Nepisiguit in Bathurst, is completing Grade 12. She is also a teacher at, and founding owner of, the Studios DanseAcadie, a school of dance in the Chaleur region that has three employees and 225 students aged 3-17. Christine DeGrâce's entrepreneurial spirit was acknowledged in 1994 when she was selected as an Atlantic Canada Business Award winner in the student entrepreneur category.. Dance with Business honours Christine DeGrâce's entrepreneurial experience. Through several 'Steps', this workbook teaches how to develop a successful business project.

- The Idea,; Organization; Marketing Operations; Human resources; Financing

PROFESSIONAL SUPERVISION SKILLS (3 vols)

How to Increase your Confidence, Respect and Results.

3251a You're on the Spot, Every Day

Learn new ways to bring out the best in your people and keep your department running at peak efficiency.

Learn how to:

Become an effective supervisor: eight ways to successfully launch or revive a supervisory career; how to avoid the five most common pitfalls of new supervisors; key differences between bosses and leaders.

Master the routine, but crucial supervisory tasks AIR: a new approach to goal setting; how to work with clerical and support staff to increase your daily efficiency; ten techniques for managing your time and minimizing interruptions; developing productive habits for handling routine paperwork.

3251b Your Organization Depends on You

In Vol. II you learn about : Hiring winners - how to: write a job description; interview for insights (not just information); challenge a new hire through orientation; avoid common hiring pitfalls; get a new employee up to speed fast.

How and when to coach a troubled employee: The "fine art" of listening: how to pinpoint performance problems; when to counsel for improvement, discipline or personal problems (and when not to); special techniques for handling reprimands and termination.

3251c Gain Skills to Help you Meet even the Toughest Challenges.

In Vol. III , learn about:

Motivating and managing people; beyond salaries and titles; what really motivates people; recognizing and utilizing each employee's hidden strengths; creative alternatives to raises; combining personalities into a team that works together despite individual differences; the 5 stages of team development.

The Supervisor as a Team Player: 3 how-tos for building positive relationships with other managers; the best ways to communicate with your boss; what to do when a manager other than your boss gives you a direct order; how to use initiative to gain influence and visibility; how to live a balanced lifestyle and avoid the "self-destruct" syndrome.

3252 SUPERVISING FOR QUALITY (26 mins)

The best supervisors always work with great employees. Why? Because they know how to manage people.

Become the type of supervisor who builds skills, motivation and commitment in team members.

Learn how to:

- Enhance communication
- Praise, criticize and discipline constructively
- Build employee commitment
- Motivate employee involvement
- Encourage continuous improvement
- Lead by example

Work force values and expectations are changing and so is the supervisor's role. This program is designed to help you make the transition. You will learn how to build employee commitment and involvement while continuing to fulfill traditional responsibilities for scheduling work, enforcing rules and monitoring progress.

This video will help you:

- Improve morale - both your employees and your own
- Reduce frustrating miscommunication
- Gain employee respect and loyalty
- Discipline in ways that ear respect and support without creating resentment
- Build a more productive, less confrontational workplace
- Increase your confidence as a supervisor

New in 1998

3253 GETTING ALONG WITH YOUR SUPERVISOR

This tape is good for all levels of the workforce - entry level to long time employees, including upper management, in order remind us of how we should act and/or react in the workplace. How to function successfully in the work environment; how to relate well with supervisory personnel and how to be a team player. Excellent - done with actual people and events. Using actual incidents of work capability and professionalism

Also check

1538 b Assessing Yourself and Your Team (27 min)
764d Communicate better with your team

3300 WORKING TOGETHER (18 min)

"Working Together" will provide motivation and information to improve employee cooperation, interpersonal relationships, communication and productivity. The program presents six common human relations problems that can cause slowdowns, disruptions, hurt feelings and aggravations in any group. The skills needed to overcome such problems are fully described with practical suggestions on how to apply them. The benefits of teamwork are shown in their positive effects on the group and on the individual worker. By treating interpersonal conflicts in the context of team work skills, this program offers a unique opportunity to teach and motivate workers in both these vital areas.

TEAM BUILDING: HOW TO MOTIVATE AND MANAGE PEOPLE (3 vols)

In this video program, Mark Sanborn shows you how teamwork can lead you and your team to greater productivity and creativity...increased self-esteem...and ultimately to the success of your people, your company - and yourself.

3301a Tap the power of your team (99 min)

How not competing can actually increase people's self-esteem. Seven ways to recruit valuable team members. The role of the "mission statement" in teams. Three ways to deal with problem team members. The four C's of effective team members.

3301b Turn your team into a "can-do" team (89 min)

How to encourage your team to take risks and innovate more. The one question to ask employees before rewarding their excellent performance. The six elements of a powerful team meeting. Monetary vs. non-monetary rewards: Which is best and when.

3301c Teamwork Pays (92 min)

- Seven attributes that are critical to a high-performance team.
- Why a guiding vision is essential to successful team work - and how to create one.
- How to set goals - it is different from individual goal-getting.
- Ten dangerous attitudes to eliminate (they will undermine your team's success).
- How differing viewpoints can actually enhance your team.

3303 TEAM BUILDING FOR MANAGERS, SUPERVISORS & TEAM LEADERS

(26 min)

This program teaches how to spread responsibility among team members so that the team can successfully reach its goal; and how to create a workable plan of action that ensures everything gets done on time.

Objectives: create a blueprint for action; learn to keep track of progress; understand the importance of being a team player; discover the importance of taking care of flare-ups.

3304 WORKING TOGETHER WORKS

(1 vol.- 28 min - 1994)

Develop team building skills and a more positive attitude among your employees

Bring the reality of teamwork to the office environment. Make office employees aware that all of them have to contribute to the common goals of raising productivity and morale by offering more cooperation, increasing communication links, and taking on extra responsibility ....And most importantly, that management is prepared to accept this increasingly vital role from employees and is encouraging it! It has been observed by the advocates of TQM that employees do not believe that management actually wants them to take a larger role and have to be convinced. WORKING TOGETHER demonstrates to office employees not only that their management is encouraging this new style relationship but coaches them on the first basic steps to take.

3305 THE TEAM APPROACH

(24 min.)

Good teams build involvement, improve communication and cooperation, and generate innovative business solutions. They streamline decision-making and expand competencies. Use this video to assure that all your employees know both what to expect from teams and what their teammates will expect from them.

Learn how to:

- Identify team projects
- Identify projects best not assigned to teams
- Select the right team participants
- Nurture teams through development stages
- Define teams members' roles and responsibilities
- Build team identity

After viewing this video, all your personnel will understand that everyone is responsible for a team's success, leaders and participants alike.

This video will help you:

- Build team loyalty in all participants
- Reduce wasted time in team meetings
- Take full advantage of team potentials
- Experience the power of team synergy
- Increase your confidence as a team member or leader

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9 TRAITS OF HIGHLY SUCCESSFUL WORK TEAMS

3306a Trait 1 - Finding a Common Purpose (Allow 95 minutes for exercises)

Successful teams know where they are going...
High output teams have a vision - a direction.. And most important, a sense of shared purpose. In this volume you will learn what special qualities it takes to make a team work.. the best ways to set and reach meaningful goals .. and how to profit from real-world team success stories.

- Answering the one crucial question: why are we a team?
- Why 'purpose' is the backbone of any true team
- How to craft a mission statement that is more than just a motto
- The #1 reason why teams succeed - or fail
- Ways to move beyond mere 'team lip service' and come up with a vision that team members can buy into
- 3 proven strategies for galvanizing diverse personalities and talents into a cohesive team
- The team METL: what it is and why it is so important to success
- How to convert your team's 'purpose' into an action plan that moves you toward your goals

3306b Trait 2 - Forging Shared Operational Values (allow 45 min for exercises)

Trait 3 - Clarifying Team Roles and Procedures allow 19 min for exercises)

Understanding the people who make up your team. Too many of today's work groups are teams in name only. This volume will show you how to recognize the character traits that can help or hinder teamwork ... offer ways to resolve conflicting team roles and values ... and demonstrate techniques for improving intra-team communication.
Some of what you will learn in Vol. 2

- Personal values vs team values - understanding the balance between individual wants and group needs
- Why we excel as individual but can fall apart as a team
- 10 outstanding traits of a true 'team builder' Clarifying team roles: deciding who does what, when and why
- How to open the channels of communication: team-oriented tools and techniques that work
- 10 characteristics of a 'team wrecker'
- What to do when personal ethics run contrary to team ethics
- When it is crucial for the team's leader to challenge the team

3306c Trait 4 - Conducting Productive Meetings (allow 45 min for exercises)

How to pull together ... and get things done...
Do you keep minutes - but lose hours - at your team meetings? In this volume you will find out how to make every minute of every meeting count. You'll learn ways to keep your team members, group goals and meeting agendas on track and moving forward.

Some of what you will learn in Vol. 3

- 7 techniques to help streamline your meetings and make every team get-together worthwhile and productive
- A quick quiz to help you decide if a team meeting is really necessary
- Right ways/wrong ways to call, conduct and adjourn team meetings
- How to use the 'Labelling Technique' to correct behaviour that sidetracks your team
- Proven techniques that can help you revitalize meetings when they begin to lose momentum
- 4 stepping stones to reaching true consensus

3306d Trait 5 - Making Effective Decisions (Allow 40-55 minutes for exercises - optional exercises included)

How to arrive at smart decision - quickly and together. In this volume you and your teammates will learn practical ways to avoid the potential gridlock of group decisions ... see how to master the art of compromise and agreement ... and gain proven techniques to help your team reach consensus.
Some of what you will learn in Vol. 4

- Understanding the 5 most common team decision-making patterns ... and how each one works
- What every team must do BEFORE they plan a course of action
- What is a consensus - and what's not: 7 ways to tell the difference
- How to simplify complex team decisions using the weighted- decision model
- Condense-building tools that help you make team decisions all members will support

3306e Trait 6 - Confronting and Resolving Conflict - (Allow 20-35 min for exercises - optional exercises included).

In this volume you will find out what causes conflict ... learn why it is actually healthy ... and discover new ways to keep festering problems from undermining your team.
Some of what you will learn in Vol. 5

- The 5 styles of conflict resolution ... when, why and how to use each
- 7 crucial steps to follow when confronting conflict
- When to compete with other team members and when to accommodate them
- Understanding the causes of conflict ... and how they influence team performance
- Avoidance vs interaction: discovering which way your team members handle internal conflict
- In-your-face confrontation - when it is appropriate and when it is not
- Self-test: How do you (and your team) currently deal with conflict?
- How to get members talking to each other, so they resolve potentially damaging team conflicts on their own.

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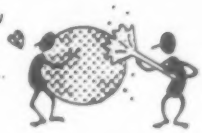
3306f Trait 7 - Conducting Self-Assessments and Correcting Problems **(Allow 45 min for exercises),**

What's working - what isn't - and why?

If you sized up your team's effectiveness, how would you rate it? In this volume you will discover the best ways to monitor your team ... how to develop new skills to promote your group's succes. ... and practical tips to help improve each member's contribution and correct performance problems.



Some of what you will learn in Vol. 6 (Allow 45 min for exercises)

- Why 'housekeeping' is essential for team growth and how to conduct it
- 4 ways to empower your team: the 'task, train, test, step-up' rule
- Important questions to ask yourself about: team meetings, the workload, individual and group behaviour, intra-team communication
- The manager's bill of rights - outlining the powers every coach should have
- How to conduct accuraie surveys for team improvement 5 key areas to focus on
- Peer appraisals: what works and what doesn't
- Why feedback is one of the best ways teams can monitor themselves

3306g Trait 8 - Building Bridges Within the Organization **- (Allow 25 - 70 min for exercises - optional exercises included)**

No team is an island ....Despite their success, many teams often feel cut off from other departments - and even from the rest of the organization. This volume shows you how to stay in the loop by keeping your team goals, group progress and bottom-line performance always within easy view of peers and top management.

Some of what you will learn in Vol. 7 ...

- Recognizing the 4 most dangerous symptoms of team fragmentation ... and how to correct them
- How to know when it is time to seek outside coaching for your team
- How to fix a broken team: tools and techniques for team repair and maintenance
- Simple techniques you can use to keep team fresh ... and overcome burnout
- How to bring a new member into an existing team
- Specific ways to integrate a new team into the scheme of an organization.

3306h Trait 9 - Celebrating and Sharing Rewards **- (Allow 40 min for exercises).** Celebration breeds success

Teams that work well together know how to enjoy their victories. This concluding volume highlights the importance of celebrating together ... ways to reward group accomplishments ... and how recognition and appreciation encourage team performance

Some of what you will learn in Vol. 8 ....

- 5 good reasons successful teams celebrate
- How to celebrate with meaning instead of trinkets: 12 ways you can show the kind of appreciation your people will welcome
- Tying recognition to team performance: the sure way to grow a team
- 6 reward programs that work wonders in motivating teams
- How to celebrate at a level befitting professionals
- The difference between long-term rewards and short-term inducements (one builds up while the other tears down)
- Why celebration must be linked with team 'growth' to be meaningful
- 4 proven ingredients that help ensure a successful celebration

HOW TO MAKE CROSS FUNCTIONAL TEAM WORK

(4 vols)

Not only are cross-functional teams fast, efficient, lean and nimble - they deliver bonus benefits as well. The benefits of cross-functional teams keep multiplying as organizations find more and better ways to implement them. Mark Howard is your trainer for this program. The benefits of cross-functional teams keep multiplying as organizations find more and better ways to implement them. Some of the bonuses to cross-functional teams is : increased job satisfaction, a sense of closure, better cooperation among people and between departments.

3307a The Groundwork: Vol. I - (36 min)

Some of what you will learn ....

- Cross-functional teams explained
- Some other names these teams go by - clearing up the confusion
- Similarities and differences between 'functional' and 'cross-functional' and 'work' environments
- The 4 primary reasons to create cross-functional teams
- Where these teams can help the most - some practical applications
- The first step: how to determine if a problem, process, product or service deserves a cross-functional team
- Examples of where and how the need for a cross-functional team can arise
- The next step: how to propose the formation of a team to meet that particular need
- The role of the project manager
- Living with the glamour and the grind: personality traits of a good project manager
- Differing roles of the project sponsor and the project manager
- Case studies: real-world examples of where cross-functional teams have increased quality and efficient

(Continued on page 79)

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- Understanding the influence of group dynamics in the team-oriented workplace

3307b The Plan: Vol. II (50 min)

Some of what you will learn.....

- Creating the project preparation plan - tough questions to get answered before you begin
- The recruitment process: how to go about enlisting top talent from around the organization
- How to make sure you are getting the 'best and brightest' for a particular position
- Assessing your team: tools to help you evaluate individual players, the team and the project
- 3 key factors to weigh in the evaluation process
- What to consider when it is time for employee performance appraisals
- A tool to test the impact a cross-functional team may have on the organization
- A 'rule of thumb' for determining the resources you and your team need to succeed
- 6 things to consider when preparing your initial budget
- How to create an effective project statement
- 3 most common encounters when choosing team members
- Weighing the important of informal vs formal measurements

3307c The Formation: Vol. III - (55 min)

Some of what you will learn.....

- The 4 stages of cross-functional team development - forming - storming - norming - performing
- Different but equal - the best ways to manage diverse personalities, talents, work styles
- How to bring out the best in your people - facilitating the dynamics of your team
- Keys to defining roles, responsibilities and expectations
- How to set ground rules without stifling performance and creativity
- Dealing with the nuts and bolts - when, where and how often you should meet who should keep minutes, assign work, give progress reports
- What is the best way for members to communicate among themselves, across departments, with upper management
- Keeping peace in the team: how to facilitate team relations and reduce territorialism
- 4 crucial components when 'forming' a cross-functional team
- 10 things to keep in mind when planning team meetings
- Extra training your team members might need

3307d The Results: Vol. IV - (36 min)

Some of what you will learn.....

- The kinds of problems cross-functional teams are best at solving
- Techniques to help teams identify problems, clarify objectives and reach solutions
- How to check your team's 'pulse' once you are up and running
- The benefits of cross-functional teams - 20 reasons to believe in them
- A step-by-step process to keep your team on track
- The most common mistakes in implementing teams in the workplace - and how to avoid them
- Sample tools to help you get the results you need
- Selecting a solution - how a team reaches consensus
- 7 steps leading to successful task completion
- Understanding how to handle team relationship and task achievement simultaneously
- How to welcome a team member who has started in the middle of a project

3308 IN SEARCH OF TEAMS TERRIFIC

(1 vol - 30 min)

A side-splitting spoof (with serious undertones) that will get your team pumped up and pulling together.

Come along as well-renowned 'team-ologist' Dr. Simon Westphal visits troubled teams from the past in search of answers for teams of the future. His journey takes you from prehistoric ages - when cavemen communicated with rocks and clubs - to present-day workplaces, where the methods may have changed but the results have not. Along the way, you are going to learn plenty about...

Conflict: How do you and your people deal with your differences? Do you talk things out - or - horror of horrors! - send memos

Team trust: If you leapt from a cliff, would your teammates be there to break your fall?

Motivation: If the fire in your team's belly has been snuffed, what can you do to rekindle it?

Not a typical team training video. You are in for a treat, as Dr. Westphal helps you find modern-day solutions to some age-old team problems.

IMPLEMENTING SELF-DIRECTED WORK TEAMS

(3 vols -) Loren Ankarlo

3309a Vol 1 - Finding a Common Purpose

What can self-directed teams do for you?

Why self-directed teams? (67 min)

- Trends that demand a shift from traditional work groups
- Definition of a self-directed work team: number of members; individual roles; team responsibilities
- Proven results of self-directed teams in productivity, quality, cost containment and more
- Real life success stories - and the lessons for you
- Traditional management vs self-directed teams: a

(Continued on page 80)

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helpful comparison of basic philosophy ad management hierarchies
- How to know if self-directed teams are right for your organization

New roles and responsibilities
- the role of a self-directed team leader and how to select a capable person
- How shifting to self-directed teams affects your responsibilities as a manager
- 5 obstacles to self-directed teams and how to minimize their impact
- How to integrate support functions such as finance and maintenance with self-directed work teams
- 3 different ways to pay team members-and the benefits and drawbacks of each

3309b Vol. 2 - Take your department in a bold new direction Pre-implementation (68 min)
- 3 steps for determining whether to try self-directed teams
- Designing and conducting a pilot to test the potential and practicality of pre-directed teams in your organization
- What kind of training your people will need to make self-directed teams work
- 9 critical topics to cover in team member training
- The 5 best training techniques for teaching team skills to members
- Who to train first
- 5 roles for applying self-directed teams in a union environment

Team Meetings
- 10 guidelines for making every team meeting worthwhile
- Basic instructions for facilitators to get the most from every session
- Multi-voting: What it is and how to use it to spark productivity, innovation and follow-through
- The 12-point Pre-Implementation Checklist to help you ensure a successful start for your teams

3309c Vol 3 - If self-directed teams manage themselves, what happens to you?

Implementation (65 min)
- Formation, separation, role-clarification, unification and maturation: understanding the 5 developmental stages your teams will go through
- How to balance the 'fear' and 'honeymoon' responses to self-directed teams for a more realistic, productive outlook
- Making sure teams are really getting the authority to act
- Why conflicts may increase and productivity may decrease just as teams get going - and how to get things back on track fast
- How to keep everyone committed to teamwork after the initial excitement wears off
- What to do if a team is relying too heavily on the leader
- How to assign roles within the team
- What a fully functioning self-directed team looks like

Post-implementation
- When to institute long-term teams and when to disband a team after a specific project

Soft supports for teams
- The performance appraisal process: why peers should review each other and how it works
- 8 supports that keep self-directed work teams consistently performing at their potential
- 4 keys to communicating change positively to your people, your colleagues and upper management

New in 1998

3310 GETTING ALONG WITH YOUR COWORKERS
(12 min)

This tape is excellent for all levels of the workforce - entry level to long time employees , including upper management in order remind us of how we should act and/ or react in the workplace. Stresses responsibility for actions, such as tardiness, goofing off, absentism (chronic) - that is, the consequences of your actions.

New in 1998

3311 TEAMS THAT WORK
(1 vol. - 12 min) - Peter Quarry, Psychologist

Introduces the five key characteristics of all successful teams and demonstrates the skills required for a well functioning team. Teams that function successfully shares the leadership, learn from mistakes, communicate openly, and renew directions and roles. Individual team members always put the needs of the team before their own. **Presentation:** vignettes with on screen host. **Audience:** at every level. **Learning Objectives:** Learn the key behaviours of an effective team including shared leadership, communication and direction and role; learn how mutual support and respect affects your team.

Also check

1538b	Assessing yourself and your team
1519	Manager as a Coach

3350 THE COMPLETE TELESALES TRAINING KIT

a-b (73 min)

This training kit is divided into eleven segments. Together they show the ups and downs of a sales team. Each segment covers a separate aspect of the sales process and is followed by a short review of key points. The eleven segments cover the whole Telesales process:

- Introduction - Putting yourself in the customer's place
- Getting through to the right person
- Starting it right
- Finding out what the customer needs
- Matching the customer's needs
- Closing the sale
- Buying signals
- Staying in control
- Dealing with objections
- Fail to prepare - prepare to fail
- Keeping going

This training kit contains videos, a comprehensive training guide and ready made overhead projections of the main training points.

3351 MAKING TELEMARKETING WORK

Making Telemarketing Work is about real businesses, real people who are making telemarketing work effectively in their growing businesses. This package is designed to help you make telemarketing work for your business. Helpful hints and practical solutions abound, including advice from the pioneer in telemarketing, AT&T. Inside, you will also find a companion reference booklet packed with additional details to help you manage and grow. Whether you are just getting started in telemarketing, or trying to manage a growing telemarketing group, you will find the collective experiences of Autolog, Oakite Products, Royal Silk, Toddler University - and AT&T - an invaluable resource.

3401 ***THE TIME OF YOUR LIFE*** (28 min)

Do you often feel that nothing gets accomplished in a day?
Do you have trouble getting started on big jobs?
Do you have a problem with interruptions?
Do you have paperwork problems?
Do you find the telephone annoying or distracting?
Do you procrastinate on hard or unpleasant tasks?
This film will help everyone who sees it find the answers to these and other questions. This is not a film on time and motion studies, clock watching or efficient use of time. Rather it teaches effective use of time. It will give you additional flexibility by outlining six simple but powerful ideas that will teach you how to get more done with less effort.

GETTING THINGS DONE

Ed Bliss, an internationally-known author and speaker, gives specific advice on getting more done in a day. His topics range from setting goals and defining priorities to increasing personal energy and hour-by-hour output. You'll learn how to focus on the "big picture" - and ensure that your long-term goals get done. You'll discover the common pitfalls of too much paperwork, bottlenecks and meeting multiple deadlines. And you'll get the specifics of effective delegation and the "how to's" on running productive meetings.

3404a ***Vol.I - Mastering Goals, Priorities and Time Wasters*** (80 min)

How to stop reaching for other people's goals - and accomplish your own. Five easy ways to cut down on interruptions. How to zero in on time wasters, and co-workers who don't respect your time.

3404b ***Vol.II - Mastering Paperwork, Deadlines and Delegation*** (85 min)

Slush files and date files: Why you need them and how they work. To bottleneck victims: The best way to make a nuisance of yourself (and get results). How the principle of the three D's will keep you directly on target.

TIME MANAGEMENT TODAY - (2 vols)

This series shows you town to respond to other people's demands and accomplish your own priorities. Learn critical communications skills that establish a cooperative atmosphere. You will find out how to delegate effectively and conduct meetings that stay on time and on track.

3405a ***(107 min) -***

Part 1 - Getting Organized
Part 2 - Maintaining Balance in Life

Where your time goes; creating a simple daily plan; easy method for determining priorities; identify and maximize your most productive work time; 7 step checklist to keep you on course.

3405b ***(106 min)***

Part 3 - Maintaining Control
Part 4 - Team Relationships

Realistic ways to decrease interruptions; creative method to sort paperwork, processing it systematically; tactfully screening calls, answering them when you want; right way to assign work, saving time and keeping control; keeping meetings short, focused and results orientated; bounce back from productivity slump.

3406 **CONTROLLING INTERRUPTIONS**

How to Free up to an Hour a Day

This program will teach you how to block, delegate and prioritize interruptions so that everything gets handled and you can concentrate on important projects. You'll learn tactful ways to keep your staff from stealing your time ... screen phone calls without offending people ... and demand the quiet time you need.

- Which intrusions you can control (more than you think) - and what to do about those you can't.
- A powerful 3-step process for controlling everyday interruptions.
- Sampling: an easy way to predict who will interrupt so you take precautions.
- The "Backbone" technique for eliminating interruptions.

3407 **TAKING CONTROL OF YOUR WORK DAY**

a - c (3 Vol. - 3 hrs. 20 min.)

How to achieve more in less time - with less stress

Taking Control of your Work Day teaches you how to respond to other people's demands and accomplish your own priorities.

You will learn how to create "to do" lists that really get done ... decide priorities quickly and logically ... and conquer procrastination. You will also learn communication skills that establish cooperation with your coworkers and make work flow more smoothly. Best of all, you will find that you have more time for yourself when the work day is through.

Some of what you will learn:

- Where your time goes: boss-, system- and subordinate-imposed activities
- Creating a daily plan that is simple, yet ensures results
- How to identify and maximize your most productive work time
- A seven step checklist that keeps you on course through out the day
- How to keep a time log and use it to save time
- Using a goal-setting "pie" to maintain healthy balance
- Realistic ways to decrease interruptions by 30% or more
- A creative way to sort paperwork and process it

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systematically
- Tactfully screening phone calls and answering them when you want to
- The right way to assign work: You will save time and keep control
- How to prevent subordinates from increasing your work load
- Keeping meetings short, focused and results-oriented
- How to bounce back from a productivity slump

3408 PERSONAL TIME MANAGEMENT (55 min)

Learn Brian Tracy's proven and practical advice for overcoming procrastination, starting projects, and increasing productivity. He will show you how just a little time spent on planning can yield an extra two hours a day!

3409 MANAGE YOUR TIME

(Video 25 min) (1 audio - 30 min)

Get rid of poor time management habits
Learn how to control your time
Put into practice daily time saving tips
Beat the 'time trap'. Learn how you presently use time. Identify what time you can control and how to make the most effective use of that time. Become a better time manager with less stress. As your on-screen coach guides you through the documentation, you'll find plenty of exercises to do and tips to follow for effective time utilization. The audio tape will act as a ready review and reinforcement. Use the audio in your car or while jogging to reinforce and review key points.

3410 ORGANIZING YOUR WORKSPACE

(25 min) (1 audio - 30 min)

With the help of the organizational techniques in this program, you will discover ways to make your desk and work area more conducive to maximum productivity. Among topics discussed are paperwork control, creative filing systems, how to establish and implement plans of actions, and other general organizational tips and techniques. Get organized fast. The video will highlight key points. You can review the material anywhere using the audio tape.

New in 1998

3411 HOW TO DE-JUNK YOUR LIFE

(1 vol - 60 min - with Dawn Dwyer)

Keys to taking control, getting organized and getting it all done. End the frustration disorganization causes you.
- eliminate the messy piles of paper on your desk
- save time with a system for minimizing interruptions
- end those frantic searches for misplaced and lost items once and for all
- optimize your work area with organizational tips
- learn how to say "no" tactfully when your calendar or workload is full
- rid yourself of the unused junk that is taking up living space at home

3853 **"DOING BUSINESS IN THE .... REGION"** (1991)

1.	Moncton	2.	Saint John Fundy
3.	Grand Falls	4.	Miramichi
5.	Capital	6.	Acadian Peninsula
7.	North West	8.	Chaleur
9.	Restigouche	10.	Kent
11.	Carleton	12.	South East

3860 **KING'S LANDING** - A video postcard (1992)
This video captures the active rural life of the 1800's and celebrates the piece of New Brunswick's colourful heritage.

3862a **RESTIGOUCHE REGION**(9 min - 1993)
Encompassing a profitable lifestyle in this region along the northern tip of New Brunswick.

3862b **GRAND FALLS (1993)**
Where you will find prosperity.

3862c **ENTREPRISE SAINT JOHN**
Opportunities Unlimited - 1994 12.26 min.

3862d **NORTHWEST**
A personal invitation to share our success!

3862e **SOUTHEAST ADVANTAGE**
Possible business opportunities.

3862f **DOING BUSINESS IN THE CAPITAL REGION**
(Now Greater Fredericton Economic Development Corp.)
Old vesion

3862f (1) **GREATER FREDERICTON ECONOMIC DEVELOPMENT CORP CD Version**

3862g **GREATER MONCTON**

3862h **MIRAMICHI - New Brunswick**
Sketches of Our Town (Newcastle)

3862i **IMAGES of the Lower Saint John River**
Narrated by Woolastook, the voice of the river, this video follows the voyage of a spirit canoe as it journeys from the snowshoe islands of the middle river, through the lush farm lands and rolling valleys to the sea.

3862j **The Living Tides of Fundy** (1995 - 54:50 min)
A hundred billion tonnes of seawater...The highest wildest tides in the world. Stacks of stone that tower four stories high. Millions of seabirds. Whales that tip the scales at a staggering 50 tonnes. And their awe-inspiring courtship ritual! This is Fundy!! And this is the video that harnessed the awesome power of New Brunswick's natural phenomenon...a breathtaking chronicle of untamed ocean, gigantic wildlife and monumental geography. Take at a thrilling voyage through one of Earth's most incredible ecosystems...journey into 'The Living Tides of Fundy!'

3862k **NEW BRUNSWICK ADVENTURES**
(10 min - 1994) Tourism

3862l **SAIL TO THE SEA** - Miramichi, NB
(1 vol – 3.40 min) This video shows scenes of the Miramichi along with a song by Connie and Paul (778-9994).

3862m **WHITE GOLD - SNOWMOBILE ADVENTURES**
New Brunswick (1 vol - 4 min)

3862o **MONCTON - City at the Centre**
(1 vol - 5:40 min)

3862p **SKETCHES OF OUR TOWN - MONCTON**

3864 **THE STRANGER, THE NATIVE AND THE LAND** (17.15 min)
Produced by the Canadian National Aboriginal Tourism Association, this program looks at the potential and the possibilities of nature based tourism for aboriginal people. This is a well done and very interesting documentary depicting the lifestyle and culture of this nation. Produced under the direction of Canadian National Aboriginal Tourism Association with the support of Aboriginal Economic Program, Industry Canada.

3866 THE WORLD NEEDS MORE CANADA
(1 vol - 12 min)
Prepared by Canadian Tourism Commission.
See Canada in its beauty.

3867 AWAKEN YOUR SPIRIT IN CANADA
(1 vol - 25 min) Canadian Tourism Commission
There is something about being in Canada that does body and soul a world of good. Perhaps it's all the unspoiled natural beauty that embraces you at every turn. Or the energy of Canada's friendly yet cosmopolitan cities. Maybe it's the abundance of wildlife or the wealth of historical treasures. This video attempts to capture the surprising contrasts and stunning beauty of Canada.

Sit back and enjoy a spectacular view of this country. Then come up and awaken your spirit.

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3868 SOUTH AFRICA - Love changes people. And people change things. (1 vol - 30 min) - produced by South African Tourism Board

A message for the world. The land at the foot of the African continent is a land of challenge. It is a melting pot of many peoples - many cultures - many differences - many problems. It is also a land of change. A land whose peoples realise that they must build a new nation. A new South Africa for all. By learning to live together, not apart. By building bridges of understand, not barriers of suspicion. By respecting not exploiting one another. Through it all shines a reality of love. A deep-rooted love of this beautiful land. With the power to unite all its peoples. Come, and you will recognize. You will fee it, all around you. A living example of the triumph of unity over diversity. A proof that it is possible for all on this planet to live together in peace.

3901 ***BOTTLED WATER: Turning on the Taste of the World.***

This video takes a lot at the bottled water industry - a comprehensive and interesting look at the fastest growing segment of the beverage market. Information is provided on the history of the bottled water industry to how it is delivered to consumers today. The different type of bottled waters available and the sources they come from are explored. The video shows the viewer how bottled water is produced in a safe and sterile environment using quality control procedures to ensure consumer confident in how our products are produced. The viewer is also given current information on how bottled water is regulated and by whom.

THE WOOD INDUSTRY

3950 The Wood Industry: Wood Furniture Finishing

3952a The Wood Industry: The Techniques of Lumber Yield Improvement Part 1

3952b The Wood Industry: The Techniques of Lumber Yield Improvement Part 2

3953a The Wood Industry : Efficient Wood Sanding Part 1: Wide Belt Operations

3953b The Wood Industry : Efficient Wood Sanding Part 2 : Sanding Department Operations

3954 The Wood Industry : OFM Operator Training Program Bandsaw

3955 The Wood Industry : Troubleshooting the Dry Kiln and Its Controller

3956 The Wood Industry : Troubleshooting the Moulder

3957 The Wood Industry: OFMA ManPower Training Program - Hand Shaper

3958 The Wood Industry: Ontario Furniture Manufacturing Association - The Router

3959 The Wood Industry: Spindless Lathe Roundup and Lathe Special

3961 The Wood Industry: Straight Line Ripsaw - Finger Jointing

New Nouveau Brunswick

SECTION B

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(français)

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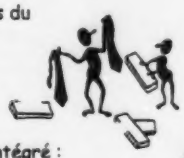
5000 QU'EST-CE QUE LE MARKETING?

(15 min)

Sommaire : Dessin animé qui sensibilise à la notion de marketing et en illustre les principes de base.

STRATÉGIE DU MARKETING

Cette série offre un moyen d'étudier les techniques du marketing.



5002a STRATÉGIE ET MARKETING INTÉGRÉ (22 min)

Étudie le rôle de médiateur du marketing intégré : étude de marché, analyse de l'entreprise et du consommateur, planification stratégique portant sur le produit, le prix, la promotion et la distribution.

5002b STRATÉGIE DE PRODUIT (12 min)

Décrit l'aspect de la stratégie de produit. Donne les cinq phases qui constituent le cycle de vie du produit et étudie les aspects dynamiques de cette stratégie.
Points traités : marketing, produits commerciaux.

5002c STRATÉGIE DU PRIX (10 min)

Analyse les objectifs de la stratégie du prix qui sont: de rentabiliser l'investissement, d'accroître la part de marché, de stabiliser les marges et de maintenir la recherche et le développement.
Points traités : marketing, fixation des prix, produits commerciaux.

5002d STRATÉGIE DE LA DISTRIBUTION (12 min)

Étudie les thèmes suivants du marketing: la nécessité de la distribution, le rôle des distributeurs, le type de canal selon le type de produit et la phrase du cycle de vie du produit.
Points traités : distribution des marchandises, produits commerciaux, circuits de distribution.

5002e STRATÉGIE DE LA PUBLICITÉ (10 min)

Étudie l'importance des outils de communication dont l'entreprise dispose en publicité et en promotion.
Points traités : marketing, publicité, promotion industrielle.
Public visé : étudiants in marketing

5003 TOURISME, C'EST VOTRE AFFAIRE

a-c (1991)

Ce programme de gestion de marketing couvre dans une langue claire et directe, un vaste champ de données de premier ordre. Cette série comprend :

- Le Marketing
- Étude de situation
- Objectifs et stratégies de marketing
- Gestion de marketing
- Fixation des prix
- Programmation et prix forfaitaires
- Commerce de voyage
- Élaboration des moyens d'action promotionnelle
- Brochures et autres aides à la vente
- Vente interne
- Conclusion et récapitulation

Points traités : gestion de marketing
Public visé : propriétaires-gestionnaires de petites et moyennes entreprises rattachées au monde touristique : restaurants, endroits de villégiature, terrains de camping ou parcs, d'attractions

MARKETING - 1-2-3 (3 vols - 1997 - 15 min chaque)

À développer par Banque de développement du Canada. D'acheter ces vidéos individuel : 14,95$, plus HST - Banque de développement du Canada, **Téléphone (506) 452-3030, Télécopier 452-2416 ou appeller 1-888-463-6232**

À regarder seul ou en groupe afin de trouver encore et encore des stratégies de marketing originales pour votre entreprise - un guide point par point vers des résultats tangibles. Ou outil divertissant qui vous aidera véritablement à faire fructifier votre
entreprise.

5005a Étude de marché

- Clarifiez votre vision pour attirer la clientéle
- Identifiez les groupes cibles à fort potentiel
- Façonnez un créneau commercial profitable

5005b Stratégie de marketing

- Positionnez votre entreprise de façon à vous démarquer
- Dotez-vous d'un avantage concurrentiel grâce au pouvoir du marketing
- Communiquez votre offre avec force afin de retenir l'attention du client

5005c Réussir ses ventes

- Établissez des relations vous associant les client-cibles
- Assurez-vous la participation de vos partenaires dans la recherche des solutions
- Offrez des solutions sur mesure assurant la continuté de vos services

FINANCE 1-2-3-4-5

(3 vols - 1997 - 15 min chaque)

À développer par Banque de développement du Canada. D'acheter ces vidéos individuel : 14,95$, plus HST - Banque de développement du Canada, Brenda Dorcas, **Téléphone (506) 452-3030, Télécopier 452-2416, ou appeller 1-888-463-6232**

À regarder seul ou en groupe afin de trouver encore et encore

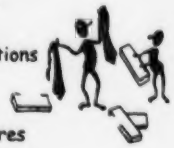
(Continued on page 88)

(Continued from page 87)

des stratégies de marketing originales pour votre entreprise - un guide point par point vers des résultats tangibles. Ou outil divertissant qui vous aidera véritablement à faire fructifier votre entreprise

5006a Tenue de livres

- Organisez vos données financières de manière à pouvoir les utiliser
- Arrivez à mieux comprendre les notions de débit et de crédit
- Organiser vos activités en tenant compte de leurs répercussions financières



5006b Savoir lire les états financiers

- Interprétez et comprenez les principaux états financiers
- Améliorez la qualité de vos décisions
- Utilisez vos données financières pour améliorer votre planification

5006c Analyse financière

- Améliorez vos décisions grace à des techniques éprouvées
- Sachez quels problèmes régler et à quel moment
- Suivez vos progrès à l'aide de formules simples

5006d Prévisions financières

- Décidez où vous voulez aller pour y parvenir
- Clarifiez et quantifiez vos plans
- Misez sur vos actifs productifs

5006e Prévisions de trésorerie

- Établissez d'avance vos besoins de liquidités
- Obtenez les liquidités nécessaires au moment voulu
- Suive l'évolution de vos liquidités pour un meilleur contrôle

5100 AVANTAGE CACHE (N.L.S.P.)

Un document sur le nouveau concept de la vente. "N.L.S. P." est la meilleure méthode pour créer la confiance instantanément. Des recherches ont démontré que les ventes se font plus rapidement lorsque cette méthode est employée. Cette méthode se structure sur le simple fait que nous sommes enclin à aimer les gens qui nous ressemblent.

5101 COMMUNICATION INTERNE

(adapté. française)
Documentaire dramatisé illustrant diverses lacunes dans les communications internes d'une entreprise.

5102 CRÉONS UN ESFRIT D'ÉQUIPE (25 min)

Sommaire : les programmes des réunions et y consacrer le temps nécessaire -- Évaluer les besoins et confronter les attentes-- Structurer la collaboration : responsabilités, autorité, priorités, planification des taches communes.

5103 COMMENT TRAVAILLER EFFICACEMENT AVEC SON PATRON (23 min)

Après un entretien plutôt tendu avec son président, a responsable du service informatique s'attire quelques problèmes avec son patron. Il en est de même pour les autres responsables, chacun à leur manière, souvent sans même s'en rendre compte. P. Drucker montre comment améliorer les relations avec son patron - ce qu'il faut faire et ne pas faire -et souligne l'importance de comprendre son patron, de le considérer comme un être humain et de le traiter en tant que tel.

5104 ÉCOUTE ACTIVE (18 min.)

Comment communiquer de façon efficace. Pour pouvoir bien écouter,il faut plus que de bonnes oreilles; il faut avoir l'esprit ouvert. L'écoutant actif montre de l'empathie, participe avec la personne qui parle, pose des questions et donne ses opinions. En écoutant activement, vos employés reconnaîtront l'apport des autres et ils exploiteront leur propre potentiel au maximum - en tant que travailleurs et en tant que personnes.

Objectifs :

- Apprendre l'importance d'être prêt et disposé à écouter de façon active;
- découvrir les conséquences d'une mauvaise écoute;
- appliquer les techniques d'écoute efficace.

5105 LA RETROACTION POSITIVES (12 min)

Les données positives peuvent vous aider à garder vos meilleurs employés, à démonter un sens d'intérêt personnel envers ceux qui se sentent non appréciés et à donner l'opportunité à donner l'opportunité à tous de se montrer sous son meilleur jour. Ces techniques simples vous assureront une efficacité et une productivité améliorées et un bon rendement continuel.

5106 VOUS (4 min)

Four quelques minutes, vous oberverez un bébé seul dans une pièce, tout en vous rappelant la curiosité, l'enthousiasme et l'aventure de jeunesse. La plupart d'entre nous débutons notre vie avec un enthousiasme naturel, une excitaton face à la découverte de nouvelles choses et au changement, une joie de vivre et une capacité d'essayer à nouveau après un échec, Au cours des années remplies de stress, nous perdons parfois ces qualités. Ce programme lance un défi à ses spectateurs de saisir à nouveau quelques unes de ces qualités qu'ils ont perdu depuis leur enfance.

Nouveauté en 1998

5107 BONNE QUESTION 31 min

De bonnes habiletés en questionnement sont essentielles pour une bonne communication. Formez les membres de votre personnel à devenir de meilleurs communicateurs. Découvrez comment les habilités en questionnement peuvent aider à solutionner des problèmes de relations interpersonnelles et d'ordre pratique.

Nouveauté en 1998

5108 PERCEPTION 28 min

Illustrer comment la même activité, réunion ou note interservices est perçue différemment par diverses personnes.

Nouveauté en 1998

5109 LES 10 ETAPES D'UNE ORIENTATION REUSSIE (22 min)

Votre entreprise et vous investissez des centaines d'heures et des milliers de dollars pour recruter les bonnes personnes. Vous voulez donc que votre investissement soit rentable. La meilleure façon d'y parvenir, c'est de faire en sorte que les nouveaux employés commencent du bon pied. Pour ce faire, vous devez disposer d'un programme d'initiation à l'emploi efficace et solide.Pensez-y. La première journée

(Continued on page 5)

(Continued from page 89)

d'un nouvel emploi est souvent très épuisante. Les nouveaux employés sont inquiets et manquent d'assurance. Ils se demandent s'ils ont pris la bonne décision en venant travailler pour votre entreprise.

Le comportement des superviseurs au cours de la première journée de travail peut faire toute la différence quand il s'agit d'aider les employés à s'intégrer pleinement à l'équipe de votre entreprise. Les dix étapes d'une orientation professionnelle réussie montrent aux superviseurs et aux directeurs exactement ce qu'il faut faire pour transformer un nouveau venu nerveux en un employé hors pair.

Partie I L'objectif du vidéo
PartieII Comment aiminer une séance de formation vidéo
Partie III Présentation du vidéo
Partie IV Discussion de groupe

Communication

5200 CONFLIT : CAUSES ET RÉSOLUTIONS (34 min)

Ce document est divisé en deux parties. La première partie examine les causes du conflit lorsque deux gérants ne sont pas d'accord sur un nouveau produit. La deuxième partie illustre les avantages et les désavantages de trois principales approches pour la résolution d'un conflit.

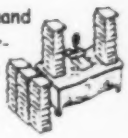
5201 RÈGLEMENT DES CONFLITS

Met l'accent sur l'importance pour les surveillants de régler les problèmes plutôt que de les créer.

5300 CHEF DE SERVICE DE QUALITÉ

(25 min)

Les difficultés auquelles on a à faire face quand on commence à grimper l'échelle de la hiérarchie, les fautes inévitables lorsqu'on n'a pas été suffisamment formé et préparé.



DIRECTEUR DÉSORGANISÉ

5301a *La damnation* (24 min)

Dans cette partie, nous rencontrons un directeur qui perd son temps et ceux des autres en faisant ce qu'il n'a pas besoin de faire. Lorsque la pression devient trop forte, il a une crise cardiaque. C'est à ce moment qu'il rencontre Saint-Pierre aux portes du ciel et qu'il se rend compte de ses erreurs. Il demande à Saint-Pierre de lui redonner une nouvelle chance.

5301b *Le salut* (25 min)

Avec l'aide de Saint-Pierre, notre directeur tente de mettre de l'ordre dans sa vie. Saint-Pierre lui montre comment s'organiser et s'allouer du temps pour les priorités. Saint-Pierre lui souligne également l'importance de la délégation. Notre directeur apprend à planifier et à s'organiser afin de déléguer certaines de ses responsabilités.

5301c *Lamentations* (20 min)

Dans cette partie, notre directeur, qui a appris à établir des priorités, à déléguer des tâches et à planifier son temps, est toujours insatisfait de deux de ses trois employés. Il finit par comprendre que c'est son problème car il ne sait pas organiser le travail de ses subalternes.

5301d *Révélations* (29 min)

Dans cette quatrième partie, notre directeur, avec l'aide de Saint-Pierre, comprend que pour un travail efficace,, il doit définir précisément avec ses employés des responsabilités, des normes réalistes et mesurables (qualité, quantité, temps et coût) ainsi que des objectifs motivants.

5400 J M'OCCUPE DE MES AFFAIRES(12 min)
Ce film vidéo suit les traces de cinq jeunes entrepreneurs dont les idées et l'enthousiasme embrassent une multitude de sujets, allant de l'artisanat à l'industrie aérospatiale. Leur histoire est fascinante et unique. En travaillant fort, en faisant preuve de détermination et en innovant, ils ont réussi a relever le défi.

5401 CENTRE DES SERVICES AUX ENTREPRISES (6 min)
Vidéo informatif.
Votre première et seule démarche -- Si vous songez à démarrer une entreprise ou si vous en possédez déjà une, adressez vos questions d'affaires au Centre de services aux entreprises. Nous sommes, au Nouveau-Brunswick, la principale source d'information sur les programmes, les services et les règlements des gouvernements fédérale et provincial.

POSSÉDER MON ENTREPRISE
Une approche dynamique à la création d'une entreprise.

5410a Le goût de l'entrepreneurship
5410b Les ingrédients du démarrage
5410c À la recherche d'une idée
5410d Trouver l'information
5410e La conquête de son marché
5410f Bâtir ses communications
5410g Les ressources matérielles
5410h Les ressources humaines
5410i La valeur d'une entreprise
5410j Les ressources financières
5410k La dimension organisationnelle
5410l Les partenaires financiers
5410m Vers la réussite

ENTREPRENEURSHIP : L'ESPRIT D'AVENTURE
(3 heures)
Ce programme a pour objet d'inciter et de favoriser l'esprit d'entreprise au Canada. La série se compose de deux films vidéo comprenant six courts métrages d'une demi-heure chacun :

5411a 1) L'esprit d'aventure
2) Aiguiser ses compétences
3) Reconnaître les opportunités

5411b 4) Idées et innovations
5) Un bon départ
6) Ils sont partout

5413 SE DONNER DES 'ELLES' (25 min.)
Cinq femmes passionnées par leur travail d'ingénieure, de géologue, de biologiste et d'architecte, encouragent les adolescentes du secondaire à poursuivre leurs études en maths et en sciences. Sans formation dans ces domaines, 85% des carrières les plus prestigieuses et lucratives deviennent inaccessibles.

5416 DANSE AVEC L'ENTREPRISE (6 min)
Apprends les mouvements de Christine DeGrâce.
Christine DeGrâce est une jeune étudiante de l'école secondaire Nepisiguit de Bathurst, où elel termine sa douzième année. Elle est aussi instructeure et propriétaire-fondatrice de Studios DanseAcadie, une école de danse dans la région Chaleur qui procure de l'emploi à trois personnes et qui compte 225 élèves de 3 à 17 ans.
L'esprit d'entreprise de Christine DeGrâce a été remarqué car, en 1994, elle fut lauréate du Prix des Entrepreneurs du Canada Atlantique, catéorie étudiant(e) entrepreneur(e).
Danse avec l'entreprise met en valeur l'experiénce entrepreneuriale de Christine DeGrâce et enseigne, en quelques mouvements, comment développer avec succès un project entrepreneurial.
- L'idée
- L'organisation
- Le marketing
- L'exploitation
- Les ressources humaines
- Le financement

Nouveauté en 1998

5417 SUPER-PERFORMANTS : LES NOUVEAUX HÉROS DU MONDE D'ENTERPRISES AMÉRICAINES - (82 min)
Nous ne naissons pas sujets prometteurs, nous le devonons. Ce vidéo vous guidera à travers six caractéristiques clé que tous les sujects prometteurs possèdent. Ce programme démontre la façon don't vous pouvez vous compter parmi ceux qui contribuent au succès et l'excellence d'une enterprise.

5500 UNE AFFAIRE DE FEMMES

"Une Affaire de Femmes" est un montage vidéo qui passe en revue la vie professionnelle de cinq pionnières qui ont commencé des nouvelles entreprises. Il vous fera connaître un certain nombre de leurs secrets et de leurs réussites, tout en vous donnant un aperçu des difficultés auxquelles elles se sont heurtées. Ce film vidéo vous fera surtout vivre une expérience stimulante et encourageante, une expérience qui vous incitera à relever le défi et à courir le risque. Comme vous le découvrirez en écoutant cette réalisation, une fois lancées en affaire, les femmes prennent goût à leur nouvelle situation et s'aperçoivent qu'elles ne pourraient plus travailler au compte de quelqu'un d'autre.

5501 TRAVAILLONS POUR L'ÉGALITÉ

Ce film comporte des séquences tournées, des illustrations et des graphiques qui mettent en évidence la situation changeante de la femme canadienne au travail et le rôle du Bureau de la main-d'oeuvre féminine. Le film défile à un rythme rapide et est conçu pour informer et stimuler la discussion sur les questions concernant la femme au travail au cours de rencontres, séminaires ou ateliers axés sur la carrière.

5502 LES AFFAIRES AU FÉMININ (24 min)

Six femmes qui possèdent et gèrent de petites et moyennes entreprises, offrent une foule de suggestions, allant des façons de contourner les politiques sexistes des principales institutions bancaires à la déontologie des affaires ou à l'importance des objectifs personnels. Tout en reflétant les barrières sociales que les entrepreneures affrontent encore, ce film rend hommage à leur force et à leur force et à leurs réalisations.

5550 LES FOIRES COMMERCIALES : UNE MINE D'OR - GUIDES DES EXPOSANTS.

(26 min)

Un guide de l'exposition internationale.

Ce programme montre comment faire d'une foire commerciale un outil de votre réussite. Les thèmes abordés comprennent : le choix de la foire commerciale adaptée à votre entreprise, sa taille et son emplacement, les règlements régissant les stands ainsi que les six étapes de la réussite d'une foire commerciale.

5600 AIDE À L'EMPLOYÉ DÉTRESSE (31 min)

Qu'est-ce que le "syndrome des employés/ problèmes"? En termes simples, c'est une chute de productivité causée par un employé dont les problèmes personnels affectent son travail. L'alcoolisme, les drogues, la maladie, les problèmes familiaux sont quelques-unes des formes de ce syndrome. Que pouvez-vous faire pour le résoudre? Ce document vous donne les cinq étapes à suivre pour aider l'employé concerné.

5601 COMMENT RENDRE SON ÉQUIPE PERFORMANTE (22 min)

R. Brandt, directeur des ventes, interroge P. Drucker sur les moyens de motiver son équipe de vente. De son côté, W. Cramer, directeur de la production, doit faire face à un problème semblasle : la promotion d'un collaborateur au poste de directeur d'usine. W. Cramer demande, à son tour, conseil à P. Drucker. Le document, à partir de cas concrets, présente les conceptions de P. Drucker en matière de formation et de motivation. L'accent est mis sur une analyse selon la performance (et non de potentiel) et sur la nécessité d'écarter tous les obstacles qui empêchent les collaborateurs d'être effectivement performants.

5602 DÉCIDER EFFICACEMENT OU DÉFINIR LES POLITIQUES (22 min)

Décisions, décisions, décisions. Pour qui? Pourquoi? Parfois, il serait préférable de ne pas prendre de décision du tout. Lorsque le responsable de la production a décidé de faire fabriquer, dans l'usine, les pièces en plastique dont il a besoin au lieu de les acheter à l'extérieur, il fournit un exemple frappant de mauvaise décision. Commentant différents cas, P. Drucker indique les différentes étapes qui conduisent à bonne prise de décision. Il discute les critères qui déterminent la nécessité de prendre une décision; il souligne l'importance de définir un objectif pour toute décision.

5603 QUI RUINE À L'ENTREPRISE? (30 min)

Même les entreprises les plus dynamiques ne sont pas à l'abri d'une faillite dûe au manque de responsabilité des employés à tous les niveaux, au gaspillage et à l'imprévoyance. À travers un exemple, le document explique comment on peut en arriver là, retrace les responsabilités de chacun, et indique comment y remédier.

5604 UNE JOURNÉE TOUT À FAIT ORDINAIRE (27 min)

Ce document présente des solutions pour aider à éliminer la tension et la confusion dans une journée de travail. Vous apprendrez comment faire face aux problèmes et comment prévenir les interruptions.

5605 COMPRENDRE ENFIN LES COMPTES DE L'ENTREPRISE (28 min)

Le gérant sophistiqué d'une grande corporation comprend tout aux affaires sauf les finances. Il désire que quelqu'un lui explique celles-ci simplement. Cette personne n'est pas aussi éduquée mais elle dirige une petite manufacture de cuillères avec succès et prend soin de l'argent comme un faucon. L'homme explique, à travers du document, les opérations financières de son entreprise en employant des symboles concrets. Ce document démontre clairement ce qu'est le capital, les réserves, l'actif, les bénéfies, etc.

5606 PLANIFIER ET FIXER DES OBJECTIFS (21 min)

"Si vous voulez que nous écrivions des romans de fiction, mettez-y au moins un peu de sexe et de violence et laissez-nous nous amuser avec ça." Cette réflexion du directeur des ventes au sujet de la planification lance le débat sur l'intérêt que peut tirer un directeur de ce travail. En discutant avec chacun des membres de l'encadrement, P. Drucker montre la richesse du travail de planification pour une organisation efficace. Par des conseils qu'il donne à chacun, P. Drucker indique également comment mettre en pratique les Oplans en fonction des objectifs que chaque responsable s'est fixé.

5607 COMPRENDRE LE FONDS DE ROULEMENT (26 min)

Contenu : Un cadre supérieur qui vient de créer sa propre entreprise se trouve en difficulté financière suite à une surproduction. Il expose son problème à un petit patron de ses amis qui lui fait découvrir les impératifs d'une saine gestion, en particulier :

- l'importance de l'équation TEMPS/ARGENT.
- l'attention à porter aux secteurs clés de l'entreprise (approvisionnement, production, stocks, contrôle du crédit) pour ne pas mettre en danger son fonds de roulement.
- les règles à observer strictement : les ventes prévisionnelles et la concertation entre les services.
- les indications données par la rotation du fonds du roulement.

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LA GESTION, UNE AFFAIRE D'ENTREPRISE

5608a Principes de gestion
5608b Gestion de ressources humaines, finances
5608c Marketing, production
5608d Production, informatique et bureautique

5609 ENCADREMENT (24 min)

Ce film vidéo aide les gestionnaires à relever un de leurs plus importants défis : diriger les employés de façon à ce qu'ils puissent grandir et apporter leur contribution. Dans le présent contexte, l'encadrement est défini comme le principal moyen dont dipose le gestionnaire pour encourager le perfectionnement professionnel. Les personnes qui regardent le programme apprennent à repérer les occasions d'encadrement à surmonter les obstacles et à mettre en oeuvre une méthode simple en cinq points leur permettant de maximiser l'investissement de l'organisme de chaque employé.

TEMPS D'AFFAIRES, 1ÈRE SAISON
(5 Tapes - 1994/95)

5611a 1. TOURISME

Cette émission souligne l'importance du tourisme pour l'économie parce que cette activité injecte de l'argent de l'extérieur au Canada Atlantique. Cependant, pour obtenir cet argent il faut faire une bonne promotion de la région et offrir aux touristes ce qu'ils demandent. L'emission explore des types de tourisme particulier comme celui des croisières, letourisme culturel, l'écotourisme et le tourisme d'hiver.

2. AUTOROUTE ÉLECTRONIQUE

Diffusée pour la première fois en octobre 1994 nous voulions d'abord expliquer ce qu'est l'autoroute électronique. Par la suite nous avons démontrer quel est le potentiel de ce nouvel outil de communications pour les entrepreneurs de la région en visitant des entreprises qui l'utlisent.

3. TRANSPORT

Cette émission expose la situation du transport des marchandises en Atlantique au niveau des moyens utilisés et de la compétition. Devant la possibilité de la disparition du programme de subvention du transport des marchandises du gouvernement fédéral nous expliquons les problèmes auxquels les transporteurs et les entrepreneurs feraient face. Finalement nous voyons comment la gestion locale des aéroports peut être un moteur de développement économique.

4. CONTRÔLE DE QUALITÉ

Cette émission démontre que le contrôle de la qualité est une philosophie de production. C'est l'assurance de la qualité à toutes les étapes de la fabrication ou de la transformation. Nous voyons que le contrôle de la qualité set à fabriquer des produits à la satisfaction du client au premier essai à tous le coups. Il évite les pertes de production et les retour de produits défectueux par les clients.

5611b 5. ENVIRONNEMENT

Cette émission explore les possibilités de l'industrie de l'environnement dans notre région et démontre que le développement économique et la qualité de l'environnement peuvent aller de pair. Souvent l'activité des entreprises ou des ménages provoque des dommages à l'environnement. La réparation de ces dommages peut engendrer de l'activité économique comme de la dépollution ou du recyclage.

6. JEUNES ENTREPRENEURS

Cette émission met en lumière des jeunes qui ont décidé de devenir entrepreneurs. Nous voyons des jeunes qui ont de nouvelles entreprises qui leur ressemble et qui correspondent a leurs goûts. Nous voyons aussi des jeunes qui ont pris la relève dans l'entreprise familiale.

7. LE DÉVELOPPEMENT ÉCONOMIQUE COMMUNAUTAIRE

Dans cette émission, nous voyons pourquoi et comment des regroupements de gens d'affaires prennent en main le développement de leur communauté.

8. ENTREPRISES FAMILIALES

Cette émission souligne l'importance du phénomène des entreprises familiales au Canada Atlantique. Elle démontre également les avantages et les désavantage de ce type d'entreprise.

5611c 9. TYPES DE GESTION

Malgré le temps et l'energie consacrés à la gestion quotidienne de l'exploitation, l'entrepreneur doit voir venir les tendances du marché. Il doit donc fair de la planification stratégique. Pour y arriver certains entrepreneurs forment un conseil d'administration, font appel à un consultant ou à un regroupement d'entrepreneurs.

10. AQUACULTURE

Nous voyons comment l'aquaculture du saumon a pris naissance dans le sud-ouest du Nouveau-Brunswick. Nous examinons également l'évolution et le potentiel de croissance de cette industrie. Contrairement aux pêcheurs, les aquaculteurs ont un stock de poisson ou de coquillage à portée de la main et il peuvent l'écouler quand ils le veulent pour profiter des périodes de fortes demandes.

11. RESSOURCES HUMAINES

Pour plusieurs entrepreneurs les ressources humaines représentent l'actif le plus important de leur entreprise. La stabilité de la main d'oeuvre est aussi importante. Nous voyons également comment certaines entreprises s'occupent de la formation de leurs employés et comment cette formation peurt rapporter.

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12. FEMMES ENTREPRENEURS

Dans cette émission nous présentons des femmes qui ont réussi ou sur le point de le faire dans des domaines non traditionnels pour elles. Nous voyons aussi des femmes dans des secteur un peu plus traditionnels mais qui font quand même les chose différemment. Nous avons également le témoignage d'une pionnière du monde des affaires qui nous parle de la persévérance.

5611d ***13. INDUSTRIE DE LA FORMATION***

Cette émission est un portrait de l'industrie naissante de la formation. Nous démontrerons quel est son importance dans la nouvelle économie. Nous voyons également les efforts faits par l'industrie de la formation du Nouveau-Brunswick port exporter. La petite taille et la spécialisation des entreprises du Nouveau-Brunswick facilite la création de consortium pour offrir les programmes de formation recherchés par les pays envoie de développement.

14. INVENTIONS

Dans cette émission, nous présentons des gens qui ont inventé des produits complètement nouveaux. Puisque- les entreprises que nous visitons sont à différentes étapes de la production nous voyons le travail à faire
entre l'idée géniale et la commercialisation d'une invention. Nous présentons aussi des gens qui ont innové dans leurs domaines.

15 RECHERCHE-DÉVELOPPEMENT

Cette émission souligne l'importance de la recherche-développement dans un monde où la technologie prend une place de plus en plus importante. Pour être compétitives, les PME de l'Atlantique doivent rester à la fine pointe de leur domaine. Nous examinons également les étapes de recherche-développement qui précèdent souvent la production d'un nouveau produit dans une jeune entreprise. Nous voyons aussi comment on finance la recherche-développement.

5611e ***17. FINANCEMENT***

Nous voyons comment les entrepreneurs doivent se préparer pour obtenir du financement quand ils vont voir leurs banquiers. Souvent ceux-ci estiment que les entrepreneurs ne sont pas assez préparés quand il ne présente pour obtenir du financement. Nous expliquons pourquoi le gouvernement fédéral occupe une grande place dans le financement des entreprises en Atlantique. Finalement nous abordons le problème du capital de risque dan la région.

18. FRANCHISES

Nous présentons dans cette émission des entreprises bien connu dans la région Atlantique qui ont assuré leur croissance en vendant des franchises. Pour exposer le point de vue des franchisés nous expliquons les précautions à prendre pour les gens d'affaires qui veulent acheter une franchise. Nous terminerons l'émission en démontrant que c'est la diminution du niveau de risque qui encourage les entrepreneurs à se lancer en affaires avec une franchise.

19. ENTREPRISES DOMICILAIRES

Nous démontrons que les développements technologiques permettent à de plus en plus de personnes d'avoir une entreprise à leur domicile. Nous visitons des entrepreneurs qui ont fait le choix de s'établir à domicile. Nous examinons les avantages et les inconvénients de l'entreprise domiciliaire. Parce que les entrepreneurs domiciliaires sont souvent isolés les réseaux prennent pour eux une importance speécial.

20. GESTION PARTICIPATIVE

De plus en plus d'employés sont impliqués dand la gestion de leurs entreprises. Dans plusieurs cas ils sont actionnaires de la compagnie et il siègent au conseil d'administration. Ce type de gestion présente de nombreux avantages, y compris celui d'améliorer la productivité des employés-propriétaires. Les méthodes des gestion participative sont souvent implantées dans les coopératives.

21. COMMERCE INTERNATIONAL

Dans cette émission nous expliquons ce que ça prend pour exporter. La connaissance du produit et des marchés étrangers s'avère primordiale. Le partenariat avec le gouvernement fédéral est aussi très important. Dans les ressources naturelles il est aussi préférable d'avoir un bon volume de production pour exporter.
Nous voyons également la possibilité d'exporter des produits et des services un peu plus spécialisés qui ont une plus grande valeur ajoutée.

TEMPS D'AFFAIRS 3 (20 vols)

5612a ***EMISSION 1 - Jardinage et embellissement*** : **Structure**
(1996/Oct - 1 vol - 27:50 min)
L'émission veut dresser un portrait de cette industrie en pleine croissance et identifier les opportunités d'affaires dans ce domaine.

1er volet : Nos amies les plantes

Dans ce volet nous verrons que le jardinage est un loisir de plus en plus vogue et que la demande pour ses produits est en hausse. Nous commencerons notre jémission par un visite au seul jardin botanique de la région Atlantique, celui de Saint-Jacques au Nouveau-Brunswick. Ce type de jardin public stimule l'intérêt des jardinieres amateurs d plus en plus exigeants. Interviews avec : Rolland Lebel, La jardin bontanique du Nouveau-Brunswick, Saint-Jacques; Pauline Lévesque, Serres Bélanger, Charlo; Nabil et Barabara Abboud, Le jardin de la Baie Sainte-Marie, Weymouth.

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2ième volet : Traitement de beauté!
Dans ce volet nous mettrons l'accent sur l'embellissement. Nous démontrerons que comme le jardinage ce secteur est également en croissance. Nous aborderons la uestion de l'augmentation de la valeur d'une propriété qui a un bel aménagement paysager. Nous visiterons une pépinière pour discuter de la production de plantes et d'arbustes dans la région par opposition à l'importation du matériel du Canada central. Par la suite nous nous rendrons dans un entreprise qui fait la conception et la réalisation d'aménagement paysager. Nous terminerons le volet par une entreprise qui fait entre autres de l'entretien de parterre. Interviews avec : Bob Osborne, Cornhill Nurseries, Petitcodiac; Martial Beaudoin, La Rocaille, Moncton; Prospère Thériault, Entretien de parterre, Paquetville

5612b Emission 2 : mise en marché des produits de la mer :
Structure
(1996/Oct - 1 vol - 27:50 min)
Cette émission veut souligner l'importance des activités de mise en marché une fois que le poisson ou le crustacé est sorti de la mer. Cette activité est essentielle pour l'exploitation de la ressource et elle est aussi génératrice demplois et de revenus.
1er volet : Goûts de la mer
Dans ce vlet nous verrons que plusieurs entreprises de transformation de produits de la mer utilisent la majorité de leurs ressources humaines à la mise en marché. Il faut maintenir de bonnes relations avec les clients réguliers et cogner aux portes pour vendre la production avant que les bateaux quittent le quai. Nous visiterons d'abord la première entreprise à commercialiser le crabe des neiges. Par la suite nous verrons une usine quir produit du hareng et du homard et qui fait sa propre mise en marché. Nous nous rendrons finalement dans une usine de transformation du homard dont les dirigeants estiment qu'il faut reseigner le plus possible les réseauc de connaisseurs des caractéristiques du produit. Interviews : Basile Roussell, Les produits de mer de Le Goulet, Shippagan; Robert Cormier, Blue Cove Group, Anse Bleue; Bernard LeBlanc, Paturel Seafood, Shédiac.
2ième volet : Les fermiers de la mer
Jusqu'à maintenant il y avait très peu de transformation de produits de l'aquaculture. Il faut dire que les aquaculteurs disposent de certains avantages puisqu'ils déterminnent eur même la taille à laquelle ils peuvewnt vendre le produit et la date de mise en marché. Nous verrons d'abord un aquaculteur qui veut faire la commercialisation de l'huître cocktail. Ensuite nous irons dans une ferme de truite et finalement nous visiterons une ferme de saumon qui fait de la transformation. Interviews : Maurice Daigle, L'aquaculture acadienne, Bouctouche; Chrisitne d'Entremont, Ocean Point Farm, Pubnico; Wayne Long, Stolt Seafarm, St-George.

5612c EMISSION 3 : La nouvelle économie :
Structure (1996/Nov - 1 vol - 27:50 min)
Il est de faire Le but de cette émissions découvrir aux téléspecteurs le concept de la nouvelle économie. Nous en démontrerons les caractéristique en visitant des entreprises qui font partie de cette nouvelle économie dans différents secteurs d'activités. Nous parlerons également des changements que cela implique pour la région.
1er volet : Un monde de connaissances
Il s'agit d'une entrevue avec l'économiste Pierre-Marcel Desjardins qui nous dira que la richesse des entreprises de la nouvelle économie c'est d'abord et avant tout ses connaissances. De plus, comme les technologies qui mettent en application ses connaissances changent constamment, les entrepreneurs de la nouvelle économie doivent être versatiles et capables de s'adapter rapidement aux changements.
2ième volet : Les nouvelles technologies
Nous présenterons des entreprises dont la pricipale richesse est la connaissance tehnique. Ces connaissances sont mis à profit dans un nouveau type d'industrie soit celle de a haute technologie. Nous visterons une jeune entreprise qui développe des systèmes d'informations industriels, une autre qui fait des systèmes de communication entre rdinateurs et finalement une usine de fabrication de composantes électroniques. Interviews: Roch Chiasson, Cube Technologies, Shippagan; Kim Munn-Smith, Cygnus Technology, Fredericton; David Withon, Custom Assemblies, Dieppe.
3ième volet : De l'ancienne à la nouvelle économie
Mais la nouvelle économie ce n'est pas seulement la programmation et les ordinateurs. C'est aussi des secteurs traditionnels qui intègrent plus de connaissance dans leur produit et qui font une meilleur itilisation des ressources. Une entreprise peut passer de l'ancienne à la nouvelle économie si elle est prête à faire des changements. Nous visiterons d'abord une scierie qui a modernisé ses opératons pour mieux utiliser la ressource et par la suite un musée qui met en valeur les connaissances sur l'histoire de sa région.

5612d Emission 4 - Transformation agro-alimentaire
(1996/Nov - 1 vol - 27:50 min)
Cette émission veut souligner l'importance de la transformation agro-alimentaire pour l'économie de la régon. Nous visiterons des entreprises à différents stades de développement dans ce domaine.
1er volet : Des petits blancs
Souvent les entreprises de transformation agro-alimentaire début la production à petit échelle mais ca peut être le commencement d'une plus grande entreprise. Nous visiterons d'abord une productrice de lait de chèvre qui transforme sa matière première

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en lait nature, fromage et yogout. Par la suite nous irons dans un verger où un projet de fabrication de vin est en cours.

2ème volet : Le blues du bleuet

Nous présenterons dans ce volet des entreprises plus importantes qui transforment avec succès des prooduits agricoles de la région. D'abord Méga-Bleu une entreprise de surgélation de bleuets qui a donné une second souffle à la production de bleuets de la Péninsule Acadienne. Finalement nous visiterons la célèbre entreprise de crème glacée de l'Île du Prince Édouard, Cow's.

5612e ***Émission 5 - La Foresterie***

(1996/Nov - 1 vol - 27:50 min)

Cette émission dressera un portrait des nouvelles tendances dans le domaine de l'aménagement forestier et des défis auxquels font face les utilisateur de la ressource forestière.

1ervolet : Une forêt plus productive

La forêt reste une ressource naturelle majeure pour le développement économique du Canada atlantique. Toutes les entreprises qui l'utilisent veulent en tirer le maximum mais elles doivent également être consciente de la conservation pour que la ressource soit durable. Nous visiterons d'abord un entrepreneur en aménagement forestier qui travaille pour les grandes papetière du Nouveau-Brunswick. Nous verrons par la suite un promoteur de l'exploitation du feuillus qui a intégré verticalement la production, c'est à dire que son entreprise fait toutes les étapes, de la récolte des arbres à la fabrication de meubles. Nous finirons ce volet avec un responsable de l'approvisionnement d'une du nord ouest du Nouveau-Brunswick.

2ème volet : Une ressource précieuse

Nous verrons dans ce volet que le défi constant des scieries est de faire le maximum de produit avec une matière première de plus en plus coûteuse et rare. Nous visiterons d'abord une scierie qui transforme le bois france et qui développe de nouveauxx produits à cet effet. Nous irons ensuite à l'Île Prince Édouard où ne entrepreneur acadien a donné une nouvelle vie à scierie de bois mou. Nous terminerons le colet dans le sud-est du Nouveau-Brunswick dans un scierie familiale qui diversifie ses secteurs d'activités.

5612f ***Emission 6 - Recyclage : Structure***

(1996/Nov - 1 vol - 27:50 min)

L'émission fera le poiknt sur cette industrie en développement en tenant d'indentifier les opportunités d'affaires. Il y a cinq ou six ans tout le monde parlait de recyclage comme moyen de protection de l'environnement, de meilleur utilisation des ressources et de création d'entreprises. Aujourd'hui au Canada atlantique il n'y a pas beaucoup cueillette sélective des recycables mais par contre certaines entreprises utilisent avec succès des matières recyclées pour leur production.

1er volet : Le tri

Les centres de tri constituent les premières entreprises de la chaîne du recyclage des matériaux. Elles ont cependant la vie difficile à cause d'un très grande fluctuation dans les prix des recyclables. Nous verrons comment les centre de tri de la région tirent leur épingle du jeu. Nous visiterons d'abord un entrepreneur ardent défenseur du tri à la source, c'est à dire à la mison, et qui a dévéloppé des produits pour faciliter le tri. Nous irons ensuite dans un centre de tri qui fonctionne grâce à un projet spécial. Finalement nous verrons comment une PME gère en centre de tri pour une grande municipalité urbaine.

2ème volet : L'utilisation

Plusieurs entreprises du Canada atlantique utilisent avec succès des matières recyclées dans leur processus de fabrication. Cela leur permet de réduire leur coût de production tout en maintenant une bonne qualité de produit. Nous visiterons d'abord une entreprise qui fabrique de la litière pour chat avec des vieux journaux. Par la suite, nous verrons un entrepreneur qui recycle les restants de peinture dans son entreprise.

5612g ***Emission 7 : Qualités de main d'oeuvre***

(1996/Dec - 1 vol - 28 min)

Avec la spécialisation de pratiquement toutes les industries de notre économie, la qualité la main d'oeuvre est un souci constant des petites et moyennes entreprises. Dans certains secteurs il est presque impossible de trouver du personnel avec les compétences techniques désirées. Les entrepreneurs compensent souvent avec des individus autonomes et qui démontre un grand désir d'apprendre.

1er volet : Le désir de mieux faire

Le secteur manufacturier n'est plus ce qu'il était. Le travail est de plus en plus spécialisé et souvent assisté par ordinateur. Les connaissances techniques sont importantes mais dans un monde où les technologies changent rapidement les entrepreneurs cherchent des gens qui peuvent s'adapter et apprendre rapidement. Au delà des compétences, les dirigeants d'entreprises recherchent des employés motivés et créatifs. Cette exigence vaut autant pour les employés des secteurs de la production que pour les gestionnaires. Nous visiterons d'abord une entreprise de fabrication de mobilier commercial. Par la suite nous nous rendrons dans une entreprise de fabrication de véhicles d'urgence et d'équipement industriel et nous terminerons le volet avec une agence de placement qui nous parlera des qualités recherchées chez les gestionnaires.

2ème volet : La haute technologie

Dans le domaine de la haute technolgie et de la programmation les entreprise doivent constamment développer des produits sophistiqués qui répondent à des besoins précis. Comme dans les autres secteurs, les entreprises dans le domaine de la haute technologie

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ont besoins d'employés créatifs et performants dans une équipe. Au niveau des connaissances techniques, les très bons programmeurs sont rares.

5612h ***Emission 8 - L'économie du sport*** **: Structure**
(1996/Dec - 1 vol - 27:50 min)
Cette émission a pour but de démontrer quel est l'impact économique des sports dans notre région ainsi que les opportunités d'affaires que certains entrepreneurs ont décidé d'exploiter.

1er volet : Activité....économique

Nous verrons dans ce volet que l'engouement du grand public pour le sport et l'activité physique provoque une demande grandissante pour de l'équipement ou des centres de conditionnement physique. Plusieurs entrepreneurs de la région profitent de cette opportunité d'affaires. Nous rencontrerons d'abord une ancienne professeur d'éducation physique qui estime que les gens ont beaucoup plus de temps pour faire du sport. Nous visiterons ensuite une fabrique de gants qui a pris le virage des produits pour le sports parce que selon le propriètaire c'est l'avenir. Finalement une femme entrepreneure de Dieppe exploite un nouveau créneau; celui des centres de conditionnement pour femmes seulement.

2ème volet : Lance et compte

Nous démontrerons dans ce volet l'impact économique d'une franchise de hockey pour une ville. Nous verrons également que la franchise est une entreprise qui doit voir plus loin que l'équipe de hockey, elle doit offrir un spectacle et un divertissement. Nous ferons une entrevue avec un dirigeant des Mooseheads de Halifax, une franchise à succès de la Ligue de Hockey Junior Majeur du Québec. Par la suite nous nous rendrons chez les Wildcats de Moncton qui tentent raviver le hockey de la LHJMQ à Moncton.

5612i ***Emission 9 - Hautes technologies*** **: Structure**
(1996/Dec - 1 vol - 27:50 min)
Cette émission dressera un portrait du domaine de la haute technolgie au Canada atlantique. Nous verrons comment des compagnies réussissent dans ce domaine malgré l'éloignement des grands centres.

1er volet : Mieux voir le monde

Que se soit dans le domaine de la géomatique, du multimédia ou de l'entraînement de sécrité plusieurs compagnies du Canada atlantique exportent des produits et de services de gandes qualités partout dans le monde. Nous visiterons d'abord une entrepise de Bathurst qui est une pionnière dans le domaine de la géomatique Nous nous redrons ensuite dans une entreprise de production mutilimédia formée de cinq jeunes quiont décidé de resster dans la région pour faire fructifier leur créactivé. Finalement nus rendrons une deuxième visite à une entreprise de Dartmouth qui apprend aux militaires et aux civils à se débrouiller en situation d'urgence.

2ème volet : Haute voltige

Les grands projets comme les avions de lignes ou même le programme spatial nécessite plusieurs pièces très spécialisées. Certaines de ces pièces sont fabriquées dans notre région. Ainsi certains réservoirs de la navette spatiale sont fabriqués par Atlantic Composites de Lunenberg en Nouvelle Écosse et certaines composantes hautement spécialisées des systèmes de communications des avions de lignes sont fait à Moncton.

5612j ***Emission 10 - La notion de risque*** **: Structure**
(1997/Jan - 1 vol - 27:50 min)
Dans cette émission nous explorerons cette notion centrals dans la vie de toutes les entreprises. Nous verrons aussi comment les entrepreneurs tentent de minimiser les risques.

1er volet : Les PME et le risque

Ce premier volet consistera en une entrevue avec Joanne Vallerand, professeur à l'Université de Moncton qui complète actuellement une thèse de doctorat sur les riques que les entrepreneurs sont prêts à prendre
pour restructurer leur entreprises. Cette restructuration est nécessaire pour survivre dans la nouvelle économie où les partenariats sont de plus en plus nombreux.

2ème volet : Le tout pour le tout

Dans ce volet nous verrons les risques inhérents au démarrage ou à l'expansion d'une entreprise. Souvent les entrepreneurs risquent gros pour réaliser leurs rêves. Nous visiterons d'abord ou entrepreneur qui a quitté on emploi pour mener à bien son projet d'entreprise. Par la suite nous nous rendrons chez un entrepreneur qui a pris le risque de construire des chalets qui'il prévoit louer à toutes les saisons. Finalement nous verrons qu'une restauratrice de Moncton qui a pris le risque d'offrir de nouvelles spécialités.

3ème volet : Les risques du métier

Certaines entreprises sont plus risquées que d'autres. Nous verrons dans ce volet un entrepreneur acadien qui vend de grandes quantités de poissons un peu partout dans le monde et une compagnie de transport maritime.

5612k ***Emission 11 - Vivre et entreprendre à deux*** **: Structure** (1997/jan - 1 vol -27:50 min)
Cette émission tentera de lever le voile sur un type d'entreprise bien particulier. Que se passe-t-il quand deux partenaires dans la vie décide de fonder une entreprise ensemble? Nous verrons que le couples en affaires mettent leurs forces en commun et qu'il est encore plus important pour l'homme et la femme de bien communiquer.

1er volet : Entreprendre à deux

On dit souvent que les contraires s'attirent. Dans une entreprise conjugale les deux individus ont chacun leur force et leur faiblesses. Le mise en commun des qualités et le travail vers un but commun peut être

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gage de succès du couple en affaires. Nous verrons dans ce volet un jeune couple qui a une entreprise très dynamique dans le secteur de l'informatique et un autre dans le secteur de l'interprétation et de la traduction.

2ème volet : La communication

Il est reconnu que la communication est un élément essentiel à la bonne santé d'un couple. Cette bonne communication est d'autant plus importante que les décisions et les actions des époux ont un impact direct sur la performance de leur entreprise. Certains couple choisissent d'avoir une définition de tâche bien précise tandis que d'autres misent sur l'entraide mutuelle. Nous visiterons dans ce volet un couple propriétaire d'un restaurant et finalement, un couple venu s'établir é l'Île du Prince Éduoard pour exploiter un dépanneur.

5612l Emission 12 - Les études de marchés -

Structure (1997/jan - 1 vol - 27:50 min)

L'étude de marché est souvent le point de départ de la vie active d'une entreprise. Nous verrons dans cette émission quels sont le éléments d'une bonne étude de marché et pourquoi les entrepreneurs ont intérêt à en avoir une avant de se lancer dans le gueule du loup.

1er volet : Pourquoi?

Une entrevue avec Laurent Légère du bureau régional du sud-est de l'APECA nous dévoilera les raisons fondamentales pour lesquelles un entrepreneur devrait faire une étude de marché et ce avant même de structurer sa compagnie.

2ème volet : Comment?

Dans ce volet nous verrons comment les entreprises font leurs études de marchés, Nous soulignerons les éléments essentiels d'une bonne étude de marché. Nous verrons également que l'étude de marché donne une vision à l'entrepreneur. Nous visiterons d'abord un conseiller en gestion dont le travail consiste à faire des études de marchés pour les entreprise. Nous verrons également une entrepreneure qui a fait elle même son étude de marché.

3ème volet : Ah bon?!

Les entreprises découvrent souvent des choses fort intéressantes quand il font faire une étude de marché. Les résultats leurs permettent de bâtir correctement leur entreprise, en fonction de leur produit et du marché. Nous visiterons d'abord une petite entreprise qui a fait faire une étude de marché pour déterminer la place qu'occuperait la nouvelle unité de réfrigération mobile qu'elle propose. Nous irons ensuite dans un cabinet d'avocat qui a fait faire une étude pour savoir où s'installer et finalement nous nus rendrons dans une firme de développement de logiciels.

5612m Emission 13 - Les Télécommunications :

Structure (1997/fev - 1 vol - 27:50 min)

L'émissions essaiera de voir comment les bons réseaux de télécommunications ou d'Internet améliorent la productivité de entreprises. Nous voulons également faire un portrait des développements de nouveaux produits dans ce domaine de haute technologie.

1er volet : Les réseaux

Nous verrons dans ce volet comment les entreprises peuvent faire de meilleures affaires en se munissant de bonnes solutions de télécommunications. Nouvelle tendance, les Intranet aident les entreprises à diminuer leurs coûts de réseautique et à avoir une fenêtre sur l'Internet. Nous parlerons au directeur de NB Tel de la Péninsule Acadienne pour voir comment les nouvelles technologies des télécommunications aident les PME. Nous verrons aussi les avantages du Réseau Stella qui relie plusieurs institutions de la Péninsule.

2ème volet : Innovations

Plusieurs entreprises de la région développe de nouvelles technologies et de nouveaux produit de télécommunications. Au niveau de l'Internet, les petites entreprises développement des applications pour l'utilisation la plus pertinente possible du éseau. Nous visiterons d'abord une entreprise de Moncton se spécialise dans le dévelppement de la communications pour l'industrie aéronautique et sans fil. Nous irons ensuie à Terre Neuve voir une entreprise spécialisée dans les communications par satellite. Finalement nous irons voir une jeune entreprise qui aide ses consoeurs é bien profiter de l'Internet.

5612n Emission 14 - Le consommateur nouveau :

Structure (1997/fev - 1 vol - 27:50 min)

Cette émission se veut un portrait d'entreprise de commerce de détail dans la perspective des changements importants dans le secteur et des nouvelles attitudes des comsommateurs. Tous les entrepreneurs nous dirons qu'il se démarquent des géants par le service.

1er volet : Vroum Vroum!

Un jour ou l'autre, nous avons tous besoin d'une voiture, d'un marteau ou d'une télévision. Les entreprises qui nous vendent ces produits font partie du paysage économique depuis longtemps. Mais au cours des dernières années l'augmentation de la concurrence avec l'arrivée des géants et des difficultés économiques ont forcé ces commerçant a modifier leur approche pour satisfaire le consommateur nouveau. Dans ce volet nous visiterons un concessionnaire de voitures, une quincaillerie et un vendeur d'appareils électroniques.

2ème volet : Les nouvelles tendances

En plus des façons d'acheter il y a les goûts quii évoluent et de nouvelles tendances se développent dans le domaine de la consommation. Les petites boutiques spécialisées axées sur le service à la clientèle sont en pleine croissance dans la région. Nous verrons dans ce volet une jeune entrepreneure qui a ouvert une boutique de vêtements de détente jumelé à un salon de bronzage. Nous visiterons également une boutique d'artisanat et de cadeaux.

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5612o Emission 15 - La sous-traitance :
Structure (1996/ - 1 vol - 27:50 min)
Au cours de cette émission nous tenterons de voir comment la sous-traitance pour d'autres entreprises peut aider les PME de la région à augmenter leurs volumes de production et donc leur rentabilité. Nous tenterons également de savoir pourquoi les gouvernements et les organismes publics rationalisent leurs opérations et font de plus en plus appel aux sous-traitants, et comment cela peur créer des opporutnités pour les petites et moyennes entreprises. Mais en premier lieu nous tenterons de savoir pourquoi des petites entreprises font également faire une partie de leur production en sous-traitance.
1er volet : Le travail à la chaîne
Même si le volume de production est souvent modeste une petite entreprise ne peut pas tout faire elle-même. Souvent la sous-traitance est un bon moyen de faire faire des pièces de meilleure qualité et à bon prix. Cela évite souvent d'acheter de l'équipement dispendieux et difficile à rentabiliser. Dans ce volet nous visiterons à nouveau entreprise de fabrication de concasseur de pierre dont 70 pour cent de la fabrication se fait par sous-traitance. Par la suite nous nous rendrons dans deux entreprises de
Grand-Sault dont une fait de la sous-traitance pour l'autre.
2ème volet : Le volume de production
Dans plusieurs cas la sous-traitance pour des compagnies plus importante aide les PME à avoir un meilleur volume de production ce qui leur assure une meilleure rentabilité. Pour des entreprises de services la sous-traitance amène une spécialisation. Une petite entreprise peur se spécialiser dans un domaine si elle fait beaucoup de sous-traitance pou rles organismes publixs et parapublics. Dans ce volet nous visiterons une entreprise de plastique moulé par injection dont le trois-quart du chiffre d'affaires provient de la sous-traitance. Nous nous rendrons également dans une imprimerie et dans une entreprise de services qui fait de la formation en sous-traitance pour le secteur public.

***5612p Emission 16 - La santé alternative* : Structure**
(1996/ - 1 vol - 27:50 min)
Cette émissions se veut un portrait de ce secteur en plein essor dans notre région. Nous tenerons de voir pourquoi des entrepreneurs ont choisi cette voie et quelles sont les opportunités d'affaires dans le domaine des médecines complémentaires et de l'alimentation naturelle.
1er volet : Les médecines complémentaires
De plus en plus d'entreprises de services personnels choisissent de se lancer dans les médecines complémentaires parce que la demande est importante. Ces médecines sont basées sur une meilleure communication avec les patients mais nécessitent tout de même une bonne formation. Nous visiterons d'abord un médecin interniste qui a choisi de pratiquer les médecines complémentaires depuis plusieurs années. Nous nous rendrons par la suite dans un entreprise qui examine l'iris des clients pour leur préparer un plan de santé.
2ème volet : Les spécialistes
Les médecines complémentaires sont composées de plusieurs techiques différent qui sont autant de possibilités de microentreprises. Nous verrons dans ce volet une massothérapeute et une spécialiste de l'harmonisation de l'énergie.
3ème volet : Dis moi ce que tu manges..
.La fabrication et la vente d'aliments et de suppléments nutritifs naturels constitue également un secteur en plein essor et un créneau que de plus en plus de petites entreprises de chez nous exploitent. Nous visiterons d'abord une entreprise qui a développeé avec succès un supplément d'acide gras essentiels. Par la suite nous nous rendrons dans un magasin d'aliments naturels exploité par une coopérative de travailleurs.

***5612q Emission 17 - Les réseaux d'affaires*:**
Structure (1997/fev - 1 vol - 27:50 min)
Cette émission soulignera l'importance des réseaux d'affaires pour le développement de la petite et moyenne entreprise dans la région. Nous tenterons de voir comment les contacts et les rencontres faites au sein de réseaux d'affaires permettent aux entrepreneurs de diminuer leurs coûts de production ou d'augmenter leur potentiel de développement.
1er volet : Les réseaux formels
Les associations de gens d'affaires sont de plus en plus nombreuses et spécialisées. Qu'ils soient formées pour le développement économique d'une région, pour un type d'industrie en particulier ou pour un groupe d'entrepreneur les réseaux servent tout d'abord à briser l'isolement et à unir les forces de chacun pour améliorer le sort du group.
Nous visiterons d'abord un réseau d'affaires dont l'objectif est le développement régional. Par la suite nous parlerons à la dirigeante d'une association professionnelle et nous terminerons le reportage avec une membre d'un réseau d'affaires pour femmes.
2ème volet : Les réseaux informels
Dans certains cas des réseaux sont formés à des fins spécifiques comme pour améliore l'image d'une ville. Un projet précis peur aussi conduire à la formation d'un réseau. Nous verrons également dans ce volet qu'il est essentiel pour une jeune entreprise de former son propre réseau d'affaires. Nous parlerons à un entrepreneur du Cap Breton qui a formé un réseau pour rassembler les informations dont elle a besoin pour produire un CD-ROM sur l'histoire acadienne. Nous parlerons ensuite à l'instigateur d'un comité qui veut faire du bilinguisme un réel atout économique pour Saint-Jean.

***5612r Emission 18 - Emballe moi* : Structure**
(1997/mars - 1 vol - 27:50 min)
Un fois qu'une entreprise a développé son produit le

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travail est loin d'être terminé. Dans plusieurs cas l'emballage est aussi important que le produit. Cette émission soulignera l'importance que les entreprises doivent accorder à l'emballage, en particulier dans le domaine des produits alimentaires.

1er volet : L'image

L'emballage constitue le premier message que le producteur lance au consommateur. Selon le matériel employé, la taille ou la couleur, l'emballage peut dire bien des choses à un acheteur. C'est pourquoi les entreprises de toute taille doivent porter une attention particulière à l'emballage. Nous nous rendrons d'abord dans une épicerie pour voir comment les consommateurs réagissent à l'apparencer du magain et aux emballages. Nous visiterons ensuite la plus vielle brasserie indépendante au Canada, qui consacre beaucoup d'énergie pour donner une bonne image à sa bière vedette.

2ème volet : L'écrin

Les entrepreneurs dépensent beaucoup d'énergie à développer ou à fabriquer leur produit mais une fois que ce travail est terminé la bataille est loin d'être gagnée. Il faut que l'entreprise accorde autant d'importance à l'emballage parce qu'une belle image est souvent synonyme de bonnes ventes. Nous visiterons une boulangerie à Grand-Sault, une entreprise qui fait des sandwich dans le sud-est du Nouveau-Brunswick et une boucherie dans la Péninsule Acadienne.

***5612s Emission 19 - L'entrepreneuriat à l'école* :**
Structure (1997/mars - 1 vol - 27:50 min)

Les organismes de développement économique visent de plus en plus à créer une culture entrepreneuriale au Canada atlantique. Un bon point de départ pour voir émerger cette culture est l'école. Un nombre grandissant de jeunes des écoles secondaires suivent des cours d'entrepreneeuriate souvent accompagné de projet concret avec lesquelles les étudiants découvrent les réalités de l'entreprise.

1er volet : L'entreprise à l'école

Il y a plusieurs façon d'apprendre ce que c'est la vie dans une entreprise mais la meilleure c'est sans doute d'en exploiter une. Nous verrons dans ce volet des étudiants qui exploitent des entreprises à k'intérieur de leurs écoles. Nous visiterons tout d'abord ceux de l'École Évangeline à l'Île du Prince Édouard.

2ème volet : La culture entrepreneuriale

Les jeunes qui font partie des classses d'entrepreneuriate ou des programmes coopératifs ne deviendront pas tous des entrepreneurs mais ils connaîtront les réalités de l'entreprise et il réaliseront
l'importance de son succès pour le bien-être de la communauté. Et cette découverte de l'esprit d'entreprise peut commencer aussi tôt que l'école primaire. Dans ce volet nous allons justement visiter une école primaire et une polyvalente qui a un programme coopératif particulièrement efficace.

***5612t Emission 20 - Municipalités et développement économique* : Structure**
(1997/mars - 1 vol - 27:50 min)

Le thème de cette émission s'inspire des discussions du premier Forum national des élus municipaux et des gens d'affaires tenu à St-Georges de Beauce l'automne dernier. Nous verrons comment les municipaltés de la francophonie canadienne peuvent jouer un rôle dans le développement économique et quel est l'impact des entreprises à succès sur leur communauté.

1er volet : Plus que des <calvètes>

Jusqu'à tout récemment la plupart des municipalités canadiennes ne s'occupait pas de développement économique, trop occupées qu'elles étaient à financer des infrastructures ou à faire des règlements municipaux. Mais dans plusieurs régions

2ème volet : Miracle ?

Dans ce volet nous tenterons de savoir pourquoi dans certaines municipalités les entreprises importent des emplois tandis que le village d'à côté est au prise avec un problème de chômage chronique. Comme modèle de développement économique on parle souvent de la région de la Beauce, au Québec, comme d'un miracle. Mais est-ce vraiment le cas ? Ne s'agit-il pas plutôt d'une prise en charge du bien-être économique favorisée par un isolement de la région.. Pour tenter de répondre à ces questions nous irons voir se qui se passe dans la municipalité de St-Éphrem en Beauce. Par la suite, au Canada atlantique nous visiterons la municipalité de St-Isidore au Nouveau-Brunswick où gens d'affaires et élus municipaux joignent leurs efforts pour assurer le développement économique du village.

Nouveauté en 1998

5613 GÉRER LE STRESS (25 min)

Permet aux gens de prendre le contrôle de leurs réactions face aux difficultés de la vie et de se défaire des habitudes génératrices de stress.
Appuie vos efforts en vue de minimiser les conflits, les erreurs, la maladie, l'absentéisme et l'épuisement professionnel causés par le stress.

Nouveauté en 1998

5614 TEMPS D'AFFAIRES - SERIE 4

a-.d **1997-98** (30 min- 60 emissions)

Temps d'Affaires est un magazine économique, genre documentaire, mettant en valeur les réalisations et les points de vue des entrepreneurs du Canada atlantique. L'émission de télévision a pour objectif de mieux faire connaître les entrepreneurs de la région et de stimuler l 'interêt du grand public pour l'entrepreneuriat.
L'émission se veut aussi un outil de développement économique parce qu'elle démythifie la vie des entrepreneurs et présente de nombreuses opportunités d'affaires, ce qui incite plus de gens à considérer la

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création d'une nouvelle entreprise. De plus, en voyant le dynamisme entrepreneurial de notre région, les investisseurs d'autres région, ou d'autres pays, qui regardent Temps d'Affaires seront sans doute davantage intéressés à s'implanter chez nous.
Jusqu'à maintenant, 60 émissions de 30 minutes ont été diffusées à Radio-Canada Atlantique et au Réseau de l'information (RDI). Les 20 derniéres émissions ont également été à TV5, la tévévision de la Francophonie.

a)
- Emission 1: Le touriste curieux
- Emission 2: La mousse magique
- Emission 3: à quoi je ressemble
- Emission 4: Chez moi c'est chez vous
- Emission 5: Entrepreneurs venus d'ailleurs

b.
- Emission 6: La force de vente
- Emission 7: Les visionnaires
- Emission 8: Création d'emploi par l'exportation
- Emission 9: Après l'idée géniale
- Emission 10 Les microentreprises

c.
- Emission 11 Choix d'affaires
- Emission 12 Pour mieux servir les Entreprises
- Emission 13 Je reviens chez nous
- Emission 14 Entreprises multiples
- Emission 15 Gestion des inventaires

d.
- Emission 16 Communication dans l'entreprise
- Emission 17 La revitalisation des centres-Villes
- Emission 18 Utilisation de la technologie
- Emission 19 Diversification économique
- Emission 20 Maillage de'entreprises

5700 TEMPS DE PENSER (LE) (25 min)

Le thème de ce document se déroule en trois phases:

1. **Le problème** : Le héros, Peter, jeune directeur travailleur dynamique et incontestablement doué, á manifestement des difficultés à organiser sa vie professionnelle pour que tout soit fait à temps.
2. **Le diagnostic** : La deuxième phase correspond à une prise de conscience des "zones de problèmes" qui l'empêchent d'avoir le temps de réfléchir, de planifier et de s'améliorer.
3. **L'amorce des solutions** : La troisième phase présente la mise en oeuvre des mesures correctives et des solutions adoptées, notamment la délégation sans que notre directeur perde le contrôle de ses responsabilités.

5701 DÉCISIONS

Comment les gens s'y prennent-ils pour prendre des décisions et pourquoi est-ce souvent si difficile? Nous vous suggérons une façon ordonnée de procéder qui élimine les difficultés et permet de prendre des décisions efficaces.

5703 UNE JOURNÉE TOUT À FAIT NORMALE

(27 min.)

Ce film vidéo porte sur un problème bien connu des personnes occupées : les interruptions et les crises. Le but du programme est de convaincre le participant que ces problèmes frustrants font vraiment partie du travail quotidien, mais qu'il est possible de les maîtriser et de les gérer.

UNE JOURNÉE TOUT À FAIT NORMALE présente des solutions éprouvées Lakein pour éliminer de votre journée de travail la tension et la confusion, en vous montrant comment prévenir les crises et les interruptions ou comment y faire face.

Objectifs d'apprentissage :

- Changer d'attitude envers la diversité et les interruptions;
- apprendre à gérer son temps de façon plus efficace.

5704 QUESTION D'ÉQUILIBRE (24 min.)

Aujourd=hui, l'éducation des enfants et la garde des parents âgés sont beaucoup plus que des questions d'ordre personnel. Les femmes et les hommes veulent plus de flexibilité et d=autonomie à leur travail afin de pouvoir équilibrer leur vien familiale et leur carrière. En créant des bureaux satellites, en offrant des horaires flexibles ou des emplois partagés, en instaurant le télétravail, les entreprises s'attachent un personnel d=expérience.

5705 L'OEIL DU SUPERVISEUR (16 min)

Cette bande vidéo enseigne le secret des compétences interpersonnelles et de communication par l'examen de la sensibilité envers les besoins des travailleurs concernant leur emploi. D'une façon très unique et créatrice, nous observons une surveillante, qui vient d'être promue, remettre ses perceptions en question.

Clientèle cible : surveillants / gestionnaires

Objectifs d'apprentissage :

Améliorer ses compétences pour la motivation en perfectionnant ses aptitudes à la communication et ses perceptions.

Prendre connaissance du facteur humain relativement à la motivation et au rendement

Guide d'études / plan de cours

5706 LES TEMPS D'UNE VIE (26 min)

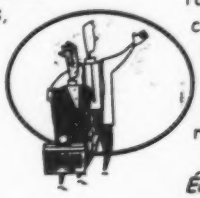
Cette vidéo est axée sur la recherche d'Alan Lakein, auteur du best-seller *How to Get Control of Your Time and Your Life*. L'auteur décrit comment le temps est relié à la vie. Son thème, et celui du film, est : n Gaspiller son temps, c'est gaspiller sa vie. Maîtriser son temps, c'est maîtriser sa vie. o Cette bande vidéo nous aide à perfectionner des compétences concrètes pour arriver à maîtriser notre emploi, ainsi que notre vie.

5801 *LA PLAFOND DE VERRE* (28 min.)

Tant dans la fonction publique qu'à l'usine, la discrimination envers les femmes prend des formes de plus en plus subtiles. Voici cinq femmes de milieux différents qui doivent quotidiennement user de stratégie, d'humour et de détermination afin d'avoir une place équitable dans leur milieu de travail respectif.

5802 *VOILA VOTRE HOMME! - LA SEXISME AU TRAVAIL* (24 min)

Karen, competitionne pour une promotion, elle fait une presentation qui lui faire gagner l'emploi. Et alors, elle prend conscience d'une prejuge sexual qui pourrait donner a son adversaire, Richard, un avantage immediate. Quand la promotion fut attribue, Karen prit une difficile decision.



5803 *FONDEMENTS DE L'ÉQUITÉ* (28 min)

Réalisation: La Commission de droits de la personne du Nouveau-Brunswick

Qu'est-ce qu'un préjugé? (22 min)

Ce documentaire montre comment se forment les idées préconçues depuis la petite enfance jusqu'au monde adulte. Il offre des conseils pratiques pour aider à et la discrimination. Sous-titres codés.

Allégorie en noir et blanc (5 min)

La bande vidéo Allégorie en noir et blanc, qui évoque l'univers de Charlie Chaplin, aborde la nature et la portée des préjugés tels que perçus par deux vagabonds, l'un de race blanche, l'autre de race noire. Un jour, ils font une promenade. Il s'ensuit une série de péripétiés amusantes qui nous font comprendre une vérité essentielle : malfré nos différences, nous sommes tous des humains.

Masques (1 min)

Masques est un message d'intérêt public d'une minute qui illustre l'influence des adultes dans l'enracinement des préjugés. Au moyen du symbolisme des couleurs et d'un mouvement sonore ascendant, ce court-métrage montre que les différences entre les humains sont souvent superficielles. Sous-titres codés.

Nouveauté en 1999

5804 *VISION POUR L'ÉGALITÉ* - 1997

Une production de la Commission des droits de la personne du Nouveau-Brunswick et Fundy Communications Inc. Une série vidéo en quatre parties (108 min)

Les Droits de la personne au Nouveau-Brunswick - '26 min

Ce vidéo fait connaître la Loi sur les droits de la personne, soit assurer le respect de la Loi et éduquer la population. Ces renseignements sont compléts par des entrevues menées dans la rue qui examinent l'importance des droits de la personne dans la société canadienne.

Valoriser notre diversité - 28 min

Des participants provenant d'organisations communautaires et professionnelles, de ministère, de sociétés et d'établissements d'enseignement néo-brunswickois examinent comment des organismes peuvent apprécier la diversité en milieu de travail et ailleurs, et en profiter pleinement.

Vaincre le harcèlement - 27 min

Des éducateurs, des conseillers et des directeurs de personnel examinent les nombreuses questions se rapportant au harcèlement interdits sexuel et offrent des conseils utiles pour recconaître, prévenir et éliminer le harcèlment secuel. Ce vidéo nous renseigne également sur les genres de harcèlment interdits par la Loi sur les droits de la personne et fait connaître les voies de recours.

Éduquer pour l'égalite - 27 min

Un grand nombre de personnes discutent de leur participation à l'éducation relative aux droits de la personne des diverses approches qu'elles cnt adoptées, de la disponibilité des ressources et del'importance et des avantages de l' éducation en la matière pour les personnes, les familles, les communautés et la collectivité dans son ensemble.

5810 PROFILS DE CHEFS (30 min)

Définit les quatre principaux styles de leadership.

5900 LA QUALITÉ PAR L'AMÉLIORATION CONTINUELLE (13 min)

Il n'incombe pas uniquement aux grosses entreprises de se préoccuper de l'amélioration de la qualité. Il s'agit d'une question essentielle pour chacun de nous et ce, dans tous les aspects de notre vie. Ce film vidéo montre comment une entreprise, grande ou petite, peut réussir en s'améliorant constamment.

5902 PRIX DE L'EXCELLENCE (LA) (43 min)

Ce programme nous démontre d'excellentes compagnies dont les gens font face à différents problèmes. Il démontre comment Walt Disney Productions. McDonald's. et Stew Leonard Market ont réussi à motiver leurs employés(es) afin de donner la qualité et l'excellence à leurs clients.

6000 *CHEMIN DU OUI* (24 min)

Au moyen d'une approche humoristique, ce film vidéo démontre les étapes à suivre afin d'arriver à une satisfaction mutuelle lors de prise de décisions. Il démontre comment arriver à un accord sans être agressif, comment montrer son désaccord sans fâcher personne et comment faire passer vos suggestions afin que chaque personne pense que c'est son idée.

6100 MAIS QUI VOUS A VENDU ÇA?

Objectifs Aider le personnel des services après-vente à avoir une attitude positive en dépit des attaques dont il est souvent l'objet de la part de clients qui l'appellent pour réparer du matériel tombé en panne.

Forme cinématographique Le début montre les difficultés du dépannage... Les clients s'adressent à un vendeur le coeur battant. Ils appellent Duchenard quand ils ont six centimètres d'eau sur la moquette ou un plan à modifier ! Leur humeur s'en ressent!

Duchenard se défend en critiquant le produit (lors du dépannage d'un appareil ménager), en accusant le client d'avoir mal entretenu sa machine (lors d'un dépannage en atelier), en mettant en cause le ingénieurs et les responsables de son entreprise (dépannage dans un service administratif),enfin en accusant les vendeurs de ne penser qu'à leur intérêt personnel. Mais voici que la châine stéréo de Duchenard tombe en panne, (à son tour d'être client). Il appelle donc le dépanneur. Malgré les récriminations de Duchenard, jamais celui-ci ne critique le produit, ni l'utilisateur, ni la maison qu'il représente, ni celui qui a vendu l'appareil...Mieux encore, il parvient même à vendre !

6101 SI CE N'ÉTAIT DES CLIENTS

Ce court métraage aidera vos employés à comprendre que le service à la clientèle se résume à de simples choses: un sourire, un mot de bienvenue,et réponse polie à une question.

Points traités : la qualité du service à la clientèle
Public visé : tous ceux en contact avec la clientèle
Document pédagogique : guide anglais

6103 PREMIERS CONTACTS AVEC LA CLIENTELE (10 min)

Premiers contacts avec la clientele traite des premières impressions. Souvent, les clients prennent une décision concernant votre entreprise ou vous-même dans les quelques premières minutes d'une rencontre. Les clients se font du souci a sujet de leurs achats et du genre de service qu'ils recevront. Ce programme explique les étapes à suivre pour assurer une bonne première impression.

Objectifs : Apprendre l'importance de faire affaire avec les clients de façon chaleureuse et efficace dès les premiers contacts.

6104 COMMENT FIDÉLISER LES CLIENTS

(10 min.)

Il est beaucoup plus facile de vendre à des clients existants que d'en trouver des nouveaux. On fait appel ici au principe « LADDER OF LOYALTY » pour transformer vos clients en habitués et faire en sorte qu'ils recommandent vos services aux autres. Objectifs : Comprendre comment utiliser le principe« « LADDER OF LOYALTY« ; être conscient de la nécessité d'être honnête et sincère avec les clients;apprendre à faire un suivi et à rester en contact avec les clients.

6105 COURTOISIE AU TÉLÉPHONE RAPPORTE BIEN (20 min)

Ce court métrage nous présente une entreprise dans laquelle les employés(es) doivent améliorer leur façon de répondre au TÉLÉPHONE. Ensemble, ils découvrent la "formule secrète" pour répondre correctement.

6106 TRAITER DES PLAINTES (12 min)

Les spectateurs témoignent des confrontations émotionnelles dramatisées avec des clients de tous les millieux, par exemple, entre le vendeur trop gêné pour s'affirmer quand le client assuré demande d'obtenir de l'action immédiate! La programme souligne l'importance d'une attitude joviale, obligeante et courtoise, en tout temps.

À VOTRE SERVICE (série)

Programme de formation qui permettra de bâtir une culture du service et d'éliminer les faiblesses dan votre organisation. Cette série est divisée en modules qui vous permettent de former et de sensibiliser l'ensemble du personnel.

6107a Manager la qualité du service (36 min)

Comment créer une culture de service, transformer la vision en qualité; techniques pour rester en contact avec les clients. Comprend 2 vidéos

Tout commence au sommet (21 min)
Rester au contact (14 min)

6107b Organiser la qualité du service (40 min)

Comment développer des buts de service clairs : quels changements internes doivent survenir; comment obtenir la collaboration des employés. Comprend 2 vidéos.

Le service mix (16 min)
Les rouages internes (24 min)
Conçu pour : les dirigeants/gérants

6107c Sélectionner pour servir (35 min)

Comment recruter le meilleur personnel pour des emplois de service; quels sont les 5 critères de sélection; quels sont les meilleurs outils de sélection. Comprend 2 vidéos.

Que chercher? (9 min)
Comment trouver? (26 min)
Conçu pour :l'encadrement et la maîtrise

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6107d Encadrer pour servir (39 min)

Découvrez les forces et les faiblesses de la supervision grâce à un questionnaire d'évaluation personnelle. Après développe les habileté nécessaires afin de vous assurer que le personnel obtienne ce dont il a besoin. Comprend 4 vidéos.

Former (14 min)
Être disponible (7 min)
Motiver son personnel (8 min)
Améliorer les performances (10 min)
Conçu pour : l'encadrement et la maîtrise

6107e Servir le client (34 min)

Donner un service de qualité, cela implique d'être à l'écoute; le langage du corps; prévoir et répondre aux besoins; surmonter les barrières culturelles. Comprend 2 vidéos.

Une approche positive (17 min)
Une sensibilité particulière (17 min)
Conçu pour : le personnel en première ligne

6107f Vendre le service (38 min)

Fournir un service de qualité, cela signifie plus d'opportunités de vendre. Ce module contient des techniques de vente. Comprend 2 vidéos.

Découvrir les besoins (18 min)
Répondre aux besoins (20 min)
Conçu pour : le personnel en première ligne

6107g Les client mécontents (31 min)

Des recherches sur le service à la clientèle démontrent pourquoi les plaintes devraient être traitées de façon positive par le personnel du service à la clientèle. Apprenez les étapes nécessaires pour répondre aux réclamations et aux clients mécontents. Comprend 2 vidéos.

Savoir accueillir les plaintes (13 min)
Cas types de réclamations (18 min)
Conçu pour : le personnel en première ligne

6107h Service et fatigue (17 min)

Comment reconnaître, évaluer et surmonter la fatigue dans des situations de service. Comprend 1 vidéo
La fatigue (17 min)
Conçu pour : le personnel en première ligne

6108 LA GESTION DU SERVICE (27 min)

A titre de président du Scandinavian Airline System, M. Jan Carlzon a réussi à transformer une compagnie avec une perte d'exploitation de 8 millions de dollars en une compagnie avec un profit brut de 70 millions de dollars, en seulement un an. Ce programme vous offre un exemple sur la façon de rendre n'importe quelle entreprise orienté vers la Clientèle.

Nouveauté en 1998

6109 DES COLLÈGUES EN TANT QUE CLIENTS : LE SERVICE INTERNE À LA CLIENTÈLE

43 min

Examine l'ensemble de la culture du service interne à la clientèle. Des exemples frappants tirés d'industries publiques et privées permettent d'illustrer et d'expliquer des concepts importants.

6300 DU RENDEMENT PRÉSENT ET FUTUR

Voici une parfaite occasion pour vos gérants d'assister à une évaluation des rendements à partir de la\ préparation jusqu'à la conclusion de l'entrevue. Dans ce film vidéo, la jeune gérante qui doit subir une entrevue est anxieuse car depuis sa promotion, c'est la première évaluation qu'elle passe. Son supérieur sait la mettre à l'aise en employant des techniques qui conduisent à un dialogue et c'est ainsi que la lumière se fait sur certains problèmes qu'elle doit envisager et résoudre.

6301 OÙ EN SUIS-JE? (26 min)

Faire le point avec un employé, évaluer ses performances est un des meilleurs moyens pour améliorer la communication interne dans une entreprise. Cependant, combien de directeurs sont capables de mener à bien - et de bien mener - ce type d'entretien ? On vous présente une leçon efficace qui permet d'acquérir les bonnes techniques.

6302 QUAND LE MANAGER DEVIENT "COACH"

Les quatre étapes du coaching assureront que les nouvelles tâches seront clairement expliquées, comprises et apprises.
Points traités: déterminer les besoins - demontrer - expliquer - practiquer

6303 L'ENTREVUE D'EMPLOI (26 min)

This video has been produced by Human Resources and Labour, Canada and is informative and realistic, giving tips on how to approach the dreaded job interview.

6304 MENER UNE ÉVALUATION DU RENDEMENT (12 min)

Des évaluations du rendement périodiques bénéficient autant l'employé que l'entreprise. Ce programme démontre la façon de mener une bonne évaluation du rendement.

6305 DISCUSSION SUR LES PLANS DE CARRIÉRE (11 min)

L'objectif de ce film est de développer une sensibilisation envers celui qui possède des aspirations professionnelles, offrir des évaluations positives et établir un plan de promotion structuré. De plus,illillustre la façon d'assurer l'adéquation des besoins de l'entreprise aux compétences des employés afin d'assurer une "nomination idéale" pour les deux.

6306 FACE À FACE PROCESSUS D'AIDE (COACHING) (27 min)

Réalisé à partir du livre de Ferdinand E Fournies. Ferd Fournies croit que la plupart des gestionnaires ne connaissent pas la façon d'améliorer le rendement de leurs employés, car ils n'ont jamais été formés en conséquence. Face à face enseigne un processus de formation pour ameliorer le rendement de leurs employés de façon qualitative et quantitative, en démontrant aux spectateurs les façons d'analyser les problèmes de rendement.

Nouveauté en 1998

6307 L'ENTREVUE D'ÉVALUATION : COMMENT Y SURVIVRE 19 min

Cette vidéo enseigne à la personne faisant l'objet d'une évaluation comment se préparer à l'entrevue et démontre comment elle peut tirer profit de l'utilisation d'une bonne technique. À utiliser dans une séance de groupe ou comme une expérience d'autoformation

6501 QUAND 'JE' DEVIENT 'NOUS' (15 min)

On démontre que même les personnes les plus indépendantes peuvent former une unité cohérente grâce à l'art du travail en équipe.

6601 SEPT ÉTAPES DE LA VENTE (RÉVISÉ) (18 min)

Cette version révisé démontre comment les représentants peuvent obtenir plus de commandes en apprenant et en mettant en pratique une suite logique et simple de techniques de vente. Le doucment nous démontre que la confiance en soi et que le charme ne suffisent plus à ganger des ventes. Il révèle que les principes de la vente sont les mêmes, qu'il s'agisse d'un produit ou d'un service.

Points traités : les sept étapes de la vente: connaissance du produit, prospection, l'approache, établir les besoins, la présentation, la fermeture, le suivi

Public concerné : pour les nouveaux représentants comme base d'un programme de formation et pour les représentants d'expérience - Guide de l'aminateur inclus

6602 VENTE COMMENCE QUAND LE CLIENT DIT 'NON' (30 min)

Dans ce film vidéo, Joe Batten démontre les problèmes de rejet. Il différencie ce dernier d'une objection. Si l'excuse donnée est un rejet, c'est final. Par contre, s'il s'agit tout simplement d'une objection, comment obtient-on une vente ?

6603 L'ART DE LA VENTE PAR TÉLÉPHONE (24 min)

Documentaire dramatisé présentant deux vendeurs. L'un ne croit pas à l'utilisation du TÉLÉPHONE dans la vente et l'utilise mal. L'autre y croit et s'en sert de façon très efficace.

6604 CONCLURE UNE VENTE (11 min.)

Beaucoup de commis vendeurs sont mal à l'aise quand ils doivent terminer une vente. Ce programme offre un aperçu réaliste de la clôture d'une vente et examine les signes d'achat verbaux et visuels. Objectifs :- Comprendre que la clôture d'une vente est un processus continu; reconnaître les signes d'achat; savoir bien formuler l'énoncé de clôture ; apprendre l'importance de ne plus rien ajouter après la clôture.

6605 LES OBJECTIONS AUX PRIX (13 min.)

Les objections quant au prix sont les plus communes. Les représentants des ventes doivent apprendre à réfuter ces objections s'ils veulent réussir. Les objections sont divisées en quatre catégories et des solutions sont offertes. Les catégories d'objection sont les suivantes :

1 ' Je ne pense pas que cela vaille tant '
2 ' Je ne peux pas me le permettre '
3 ' Je veux un rabais '
4 ' Je l'ai vu ailleurs moins cher '

Objectifs :

- Comprendre les quatre objections les plus communes quant au prix;
- apprendre à découvrir et à réfuter la véritable objection;
- ne pas oublier : ' savoir égale pouvoir '.

6606 COMMENT SE VENDRE (9 min.)

Les représentants des ventes doivent être capables de se vendre eux-mêmes en plus de vendre leurs produits. Ce programme énonce les cinq qualités principales qui rendent quelqu'un populaire.

Objectifs :

- Examiner le concept de se vendre soi-même;
- découvrir et utiliser les qualités qui contribuent à un image populaire et aimable.

6607 INTRODUCTION À LA VENTE (10 min)

Ce programme présente une vue d'ensemble de base des techniques de vente ainsi que les erreurs les plus fréquentes des nouveaux représentants des ventes.

Objectifs :

- voir la vente comme une façon de résoudre des problèmes et de découvrir des besoins;
- apprendre les quatre notions de base de la vente;
- éviter les erreurs de base des nouveaux représentants des ventes

6912a RÉGION DE RESTIGOUCHE (9 min)
Profiter de la vie au Restigouche.

6912b RÉGION DE GRAND-SAULT
Chez-nous la prospérité vous attend!

6913d AVANTAGE DU SUD-EST
Nouvelles possiblities afaires au Nouveau-Brunswick

6912e LE NORD-OUEST DU NOUVEAU-BRUNSWICK
(6 min)
Une invitation personnelle à partager notre réussite!

6912f L'AVENTURE DU NOUVEAU-BRUNSWICK
(10 min)

6912g VILLAGE HISTORIQUE ACADIEN
(1 vol - 10 min - Destination Péninsule acadienne

6912j OR BLANC - Adventures en motoneige, Nouveau-Brunswick
(Durée 4 min)

6912h VILLAGE ACADIE , Caraquet, N-B

6912i LE SAUMON DE L'ATLANTIQUE DE LA RIVIERE MIRAMICHI
(Durée - 60 min) TELVision - Les créateurs d'images, Dieppe, N-B

6912j ACADIE LIBERTÉ (40 min)
Une production de Department of the Internationl Park Service, USA et de Les Production du Phare Est Inc., Moncton, Canada. Silver Screen Award 1994 - International Film and Video Festival.
Ce film parle d'une histoire don't on ne connaît généralement que les grandes lignes, manquées d'une date fatidique, celle de 1755, ou par les effets conjugués de l'intolérance et de l'envie, un petit peuple paisible et indépendant fut à jamais dépossédé de son territoire. Alliant le documentaire à des scènes qui reconstituent les épsodes le plus dramatiques de cette tragédie, Acadie/Liberté relate le parcours du peuple acadien, depuis ses origines au début du 17e siècle, jusqu'à la fin du 18e siècle. Recréé pour la première fois à l'écran, c'est l'histoire commune de trois millions des descendants à travers le monde de ceux-là même qui ont survécu aux évéements de la Deportation des Acadiens. Celle également des Acadiens des provinces de l'Atlantique et des Cadiens de Louisiane qui aux deux extrémités de k'Amérique, ont recréé leur nouvelle Acadie et qui temoiguent audjourd'hui de sa formidable capacité de survivre.

6915 Le Canada - 'un monde à découvir'
(1996 - 12 min) Commission Canadienne du Tourisme

New Nouveau Brunswick

SECTION C

Audio Cassettes
(English)

Assertiveness Training ____ 114
Career Development ____ 115
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8000 ASSERTIVENESS TRAINING FOR PROFESSIONALS (4 cassettes)

This package consists of four tapes dealing with:

- What is Assertiveness?
- Communication Styles - Passiveness.
- Aggressiveness and Assertiveness.
- The Skills of Assertive Communication.
- Improving your Relationships.
- Asserting your Power.
- Assertiveness for Specific Situations.
- Mastering Assertiveness.

8002 TRANSFORMATION - The next step for the no-limit person. (1 audio - Dr. Wayne Dyer)

It will teach you how to use the powerful connection between thoughts and reality to break from the roles that control your life and become what you were truly meant to be. With Dr. Dyer it is not a New Age mystery, but a clear path from negative to positive thinking. By following his seven principles for personal transformation, you will learn to:

- Use thoughts to see and feel the positive in all situations
- Let go of power struggles and give without expectations
- Realize a way of enlightenment through being and believing
- Tap into the powerful energy of synchronicity and the new way of networking.

You can become your own power source. It begins with a thought and opens up into the whole universe.

8003 WOULDA, COULDA, SHOULDA

(1 audio) By Dr. Arthur Freeman and Rose DeWolf

Learn to overcome past mistakes, regrets and missed opportunities.

New in 1999

8004 YOU CAN MAKE IT HAPPEN

- A nine step plan for success

(2 cassettes - 3 hrs - Stedman Graham), recommended by Stephen R. Covey.

To see Stedman Graham today, it may be hard to envision a time when he was held back by self-doubt - but he was. He grappled, also, with his share of daunting obstacles to the success he has worked at length to enjoy. Graham explains, "You are not your circumstances: you are your possibilities". Drawing candidly on his experience as a professional athlete, Graham reveals his nine-step plan for success through revealing anecdotes ifrom his own life and the experiences of others, explaining how the negative effects of a poor self-image can be incapacitating at worse, and limiting at best.

- Decide who you are
- Create a vision
- Take the high road even if it is the hard road
- Build your support team
- Step out of your comfort zone
- Commit to your vision

8100 DENIS WAITLEY LIVE ON WINNING

(6 cassettes)

You'll learn these strategies in this audio program:

- Thermostats and thermometers: How to control your environment and stop letting it control you.
- How to replace emotional, impulsive responses to situations with logical, responsible ones.
- How to avoid the biggest mistake people make in planning their lives.
- The questions you must constantly ask yourself to maintain your personal integrity.
- Why successful people give more than they expect to get back.

8101 PSYCHOLOGY OF SELF-ESTEEM

(6 cassettes)

Highlights of program:

- The five characteristics of people with high self-esteem.
- Your Inner Voice: Is it "Mr. Rogers" or "Rambo"?
- Six telltale signs that your thoughts are being controlled by someone other than "you".
- For parents: How to give your children positive self-esteem.
- How to smash your "deforming mirror" and see an accurate picture of who you are.
- When to listen to the critic within you and when you absolutely must not.
- Why you should transform - not destroy. - your inner critic
- How to heal childhood wounds that still hurt.
- The area of your life that holds the most opportunity for growth.
- Ten things not to do when you're down.
- Affirmations: You're probably already using them - the wrong way.
- Body Image: Why it's difficult to dislike your body (or a specific part of it) and still like yourself.

8102 SELF EMPOWERMENT (6 cassettes)

With this audio program you will gain new insights into yourself and the world - see what is working and what isn't. You will learn:

- The philosophical concepts of truth and love - and how to bring them alive in your life.
- The only way to heal damaged relationships.
- How to face all situations with courage and a determination to move beyond your limits.
- Releasing yourself and others from unnecessary judgement, criticism and guilt.
- Showing kindness, understanding and compassion for others (and for yourself).
- How to change yourself less and understand yourself more.
- How and where to find more meaning in your work and life.
- How to let go of the old so you can embrace the new.
- The principles behind living your life with integrity and honouring your commitments.

8104 THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE (6 cassettes) - Stephen R, Covey

You'll discover:

- How to take responsibility for your life.
- Ways to stop others' weaknesses from hindering your performance.
- New methods for prioritizing your commitments.
- How easy - and important - it is to renew yourself physically, mentally, and spiritually every day.
- Steps you can take the maximize your efforts to reach your goals

8105 LEAD THE FIELD (6 cassettes)

In this program, Earl Nightingale share with you the classic information and the great ideas you need to reach whatever goal you choose. He'll lead you down new paths ... and some familiar trails. You will rediscover the power of words like "attitude" and "service", "goals" and "commitment". You will learn the use of "intelligent objectivity" and the benefit of being "constructively discontented".

8106 FOCUS ON SUCCESS (6 cassettes)

You'll learn:

- How to manage conflict
- The Do's and Don'ts of Delegation
- Decisions : The Key to Management Results
- Organizational Politics
- The Keys to Career Success

8109 LIVING THE SEVEN HABITS (5 cassettes)

Dealing with change is the focus of Stephen R. Covey's newest program.

Expanding on The 7 Habits of Highly Effective People, Covey shows you how the seven habits provide an "anchor" for coping with a rapidly changing world, how to apply these habits to the personal, private and spiritual aspects of your life and how these habits will enable you to live with a sense of constancy amid change.

You'll learn to ...

- Deepen your mission statement
- Develop an abundance mentality in accordance with natural law
- Empower yourself and those around you

Take the next powerful step toward gaining a greater understanding of the habits of human effectiveness - and apply them to your life. Start Living the Seven Habits today.

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8110a LIVING THE 7 HABITS - APPLICATIONS AND INSIGHTS (1 cassette - 90 min - Stephen R. Covey)

Making the 7 habits work for you.

In this program, Stephen Covey expands on the principles set forth in his bestseller, The 7 Habits of Highly Effective People. In LIVING THE 7 HABITS, Covey provides valuable insights that will deepen our understanding of the habits and allow us to make them part of our daily lives.

Why the 7 Habits are life a 'spiral staircase with many levels, and why mastering the habits at one level enables us to move on to the next

Why developing a mission statement can lead to empowerment

How using the four quadrants will help develop our minds, bodies, skills, and relationships with others.

The next step on the ever-evolving road to personal and professional fulfillment, LIVING THE 7 HABITS will help us to achieve our goals and identify the commitments we can make to begin to live the 7 Habits immediately.

8110b REFLECTIONS FOR HIGHLY EFFECTIVE PEOPLE

(1 cassette - 90 min - Stephen R Covey)

A multi-voice recording with a foreword by the author. Stephen R. Covey has helped millions of people attain professional success and personal fulfilment. With penetrating insight, Dr. Covey reveals a pathway for living with fairness, integrity, honesty and human dignity - principles that give us the security to adapt to change, and the wisdom and power to take advantage of the opportunities that change creates.

Now in a special audio program, Dr. Covey has taken some of his most powerful ideas and observations from his best-selling book THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE that provides an inspirational recharge that will bring you closer to a holistic sense of personal effectiveness and purpose. Presented here in a special multi-voice recording, these timeless reflections can be listened to again and again.

8111a THE BEST OF SKILLPATH 1

(6 cassettes - highlights of 6 Skillpath seminars)

Take the best of six seminars with you! Each of these classic programs offers proven information, advice and skill building techniques. Your presenters are expert trainers whose personal insights and entertaining styles have motivated thousands of growth-minded people at SkillPath seminars throughout the US and Canada.

Tape 1: How to Manage Projects - Retch Gardner

Whether you are learning how to successfully complete projects, or if you are a veteran project manager, you can use the techniques outlined in this tape to get on track, stay on track and see any project through to completion. You will learn the fundamental sof planning, how to keep projects on budget and on schedule, how to monitor and control to achieve specific goals and key ideas about problem solving and troubleshooting. Your mastery of these project skills will pay big dividends in your career growth.

Tape 2: Powerful Proofreading and Editing Skills

Being a good proofreader and editor means more than simply knowing the rules - it also means applying what you know, knowing the rules - it also means applying what you know, skilfully and professionally. The result? Writing that is crisp, clear and easy to read. This program reviews what is needed to proofread and edit all kinds of writing: letters, memos, reports and proposals.

Tape 3: Managing Multiple Projects, Objectives and Deadlines - Jim Temme

If you are faced with ever-changing priorities, ever-shrinking deadlines, and a multitude of projects, then now is the time to take charge! In business, positive results get recognized. Listen as Jim Temme takes you step-by-step through the process of tackling multiple projects, identifying and eliminating time-wasters, and handling the pressures of tackling multiple projects, identifying and eliminating time wasters, and handling the pressures of juggling people, papers, and deadlines. Discover the secrets of optimum effectiveness and put yourself on target for greater business success.

Tape 4: Reading Essentials: How to Read Faster and Improve your Retention - Lori Giovannoni

Increasing your Ability to read, understand, retain and recall information will give you an important edge vital to your career. A large part of your work day involves handling information dealing with facts and ideas, reading and analyzing written material, participating in meetings, and making decisions based upon your understanding of the information you receive. The benefits of improved reading speed and comprehension are long-term and numerous. By employing the techniques in this program, you will be able to keep up with the business reading you must do and have time left over for the pleasure reading you want to do. Plus, your memory, comprehension and study skills will be sharper, so you will get more out of all your reading. The dramatic payoff is a healthy boost to your personal productivity.

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Tape 5: How to Provide Excellent Customer Service - Linda Fracassi

Satisfied customers are the crucial component in building and maintaining a successful business. And customer satisfaction comes from quality customer service - the valuable competitive edge you will learn by using these tapes. Quality customer service is more than just a smile or a memo filled with slogans. It means handling unhappy people, solving their problems, and turning them into happy, repeat customers. And you can put quality customer service into action now.

Tape 6. How to Supervise People - Lori Giovannoni, Lesley Bissett and Carol Reynolds

Being a good manager or supervisor means more than just achieving results - you must be organized, positive, a great communicator, a people motivator, and more. This programs reviews the skills you need to work with and supervise others. You will emerge as a top-notch supervisor by applying the techniques reviewed in this valuable program.

8111b THE BEST OF SKILLPATH 2

(6 cassettes - Highlights of 6 Skillpath seminars)

Enjoy the best of six powerful training programs. Each program gives you the information, inspiration, and motivation you need to succeed. Your trainers are experts who have lived and applied the principles and behaviour they encourage you to practice. You will enjoy their light and informative approach to problem-solving

Tape 1 Positive Supervisory Skills - Wiliam Halbert

Are you looking for a way to create a solid foundation for your managerial style? In this live seminar, Dr. William Halbert reveals the secrets of supervisory success and shows you the techniques crucial to getting results through people. You will benefit from the audience participation, which lends further insight into the real-world problems that today's managers and supervisors face. As you listen, you will learn strategies for improving your leadership style, how to manage a group and create a team. How effective an open-door policy can be. "the key to making any organization strong", says Halbert,," is to value people". They, in turn, will value the organization and ensure its success.

Tape 2: Dynamics of High Self-Esteem - Marvin Fremerman

Do you see yourself as a happy, confident person, free from inner conflict? This program brings an enlightening and thoughtful approach to the subject of self-esteem. These comprehensive visualization exercises help you explore your attitudes, identify your self-defeating behaviours, and set a course of action to help you become your personal and professional best. Start now to discover a new you and create the life you have always wanted for yourself.

Tape 3 Setting and Achieving Goals - Nanci McGraw

'Add zip to the trip!' That's SkillPath trainer Nanci McGraw's personal motto and one that's served her well. In this presentation, Nanci shares her powerful tips and strategies for adding zip to your trip and living your dreams by accomplishing your goals. She knows that goals are the measures of our dreams and understands which questions we must first ask ourselves in order to set goals and work toward achieving them.

Tape 4: Power Breaks - Don Kennedy

When your car won't start and you spill coffee on your clean, white shirt, you know you deserve a break! We all have days when nothing seems to go right. These are the days when you just want to slip away and forget the rest of the world. Regrettable, most of us can only escape mentally - and that's where Don Kennedy steps in! His powerful daily messages help you focus on what is really important in life. He'll guide you in learning the value of personal reflection, how to control anger, even discovering the joy of serving others. You will love and cherish Don Kenndey's commitment to promoting human values in the workplace and at home.

Tape 5 Management & Supervisory Skills for Women - Lori Giovannoni & Denise Dudley

Being a good manager or supervisor means more than achieving results - it also means getting results from others. This program reviews the skills you need to work with and supervise others. You will learn how to build a high-performance team, keep cool under pressure, manage priorities and avoid the traps that many women managers and supervisors encounter. After using the techniques Lori and Denise present in this valuable program, you will emerge a more effective team leader.

Tape 6 Success Skills for Women - Carol Reynolds

Do you feel like your career is on hold? Carol Reynolds is a master at empowering people to triumph over challenges. In Success Skills for Women, she shares the secrets that will help you discover your full potential for achievement. Learn how you can project a positive self-image and build a network of professional contacts who will nurture and support your career advancement. An entertaining and informative trainer, Carol gives you ideas that are pragmatic and easy to implement. Begin transforming yourself into the successful woman you want to be - today!

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New in 1998

8112 *THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES* – (4 cassettes) - Stephen R Covey

The Seven Habits of Highly Effective Families
This program will help you solve these and many more family dilemmas.

- ➳How a family mission statement helps to build a beautiful family culture in a turbulent world.
- ➳How to balance "tough" discipline with "soft" discipline by a third leadership alternative that is both tougher and kinder
- ➳How parents maintain control and also give family members the freedom to grow and develop
- ➳How to build a high-trust and loving marriage relationship in a world that is cynical, violet, and low-trust.

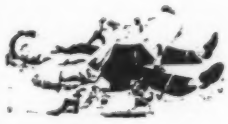
8113 *WORK CHANGES*: Preparing for Work in a Changing World. (66 min)

New in 1999

8114 *GIANT STEPS* -
Small changes to make a big difference
(2 cassettes - 2 hours) - Anthony Robbins
What good is inspiration if it is not backed up by action? Anthony Robbins offers inspirations and small actions that will compel you to take giant steps forward in the quality of your life. From the simple power of decision-making to the more specific tools that can redefine the quality of your relationships, finances, health and emotions, Robbins shows you how to get maximum results with a minimum investment of time. "Robbins Giant Steps is the ultimate game plan for life. It's an emotionally interactive primer for personal and professional success" - Peter Guber, Chairman for the Board and CEO, Sony Pictures Entertainment.

New in 1999

8115 *AWAKEN THE GIANT WITHIN*
(1 cassette - 90 min) - Anthony Robbins



In this revolutionary audio production, based on his DATE WITH DESTINY seminars, Robbins unleashes the sleeping giant that lies within all of us - teaching us to harness our untapped abilities, talents and skills. Powerful techniques and strategies for lifelong success, Robbins unravels the mystery behind all human behaviour and demonstrates how to immediately change disempowering habits literally in a matter of minutes. Now you will understand exactly why you do what you do. You will learn how you can develop a new set of beliefs, values and rules that will guide your emotions and behaviours in the direction of your dreams so that the changes you make are lasting.
The ultimate program for improving the quality of every aspect your life =- personal or business, physical or emotional - AWAKEN THE GIANT WITHIN gives you the tools you need to immediately become master of your own fate.

New in 1999

8116 *SUCCESS FOR DUMMIES*
(1 cassette - 90 min) - Zig Ziglar
Turn success into a habit!
This audio laced with humour, offers down-to-earth suggestions for achieving both professional and personal success, plus setting goals, establishing a game plan. Prioritize goals and multi-tasking to acquire balance in life and skills in relationships, fostering success at home, on the job and elsewhere.

- ◊ Discover which attitudes and skills lead to success
- ◊ Find prosperity in your relations with family, colleagues and friends
- ◊ Get motivated - and stay motivated
- ◊ Listen to the people who care about you
- ◊ Find out the 10 benchmarks of success

8200 BUSINESS ETIQUETTE (2 cassettes)

Knowing correct behaviour will keep you comfortable and confident in every business situation. Learn how to avoid hurt feelings and misunderstandings - not to mention legal problems. Make our work life more pleasant and productive.

8201 WORD POWER VOCABULARY BUILDER (2 cassettes)

Increase your verbal impact, become respected for your intellect; feel confident; and understand more of what you read and hear.

8203 POWERFUL PRESENTATION SKILLS (4 cassettes)

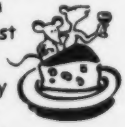
Develop the confidence and skill to make every presentation a success! Turn nervous feelings into the kind of positive energy that excites an audience and lends power and authority to every presentation you give. In this audio presentation you'll get the fundamentals of effective presentations and learn how easy it can be to make all your presentations a resounding success.

8204 CREATE IRRESISTIBLE PROPOSALS (2 tapes)

Get your proposal accepted enthusiastically. Save yourself hours of frustration. This two tape audio program gives you a clear-cut system for writing compelling proposals - faster and more easily.

8205 CONVERSATION POWER (6 cassettes)

James K. Van Fleet specializes in communications, human relations, motivations and interpersonal dynamics. You must take the initiative in your relations with other people. You must set the tone, you must act in such a manner that people will follow your lead, you must treat people in such a way that they will respond to you in the way you want. In short you cannot change other people, or the way they react to you -- ***except by changing yourself first.***



Side 1: Using the Fourteen Secret Motivators. Three things to remember when starting up a conversation. The fourteen basic desires and how they work. Five guidelines for getting people to talk about themselves. How to ask leading questions.

Side 2: How to Strike Up a Conversation with Anyone. Making a good first impression. Taking command of the situation. Getting a stranger to do something for you. Controlling the attitudes and emotions of others.

Side 3: How to Give Orders and Correct Mistakes. Determining whether an order is required. Six guidelines for giving clear, concise, and positive orders. How to develop an aura of command. Sixteen techniques for correcting mistakes effectively.

Side 4: Giving and Gaining Information from Employees. Ten techniques for making the average employee a superior one. Six techniques for getting employees involved. How to gain the most valuable information from your employees.

Side 5: Listening and Projecting Your Personality. A checklist for asking questions that will elicit reliable answers. The seven tell-tale signs to watch for when listening to an employee. How to use body language to project the power of your personality.

Side 6: Honing Your Conversational Expertise. Interviewing successfully. Seven methods to establish cordial relationships. How to attract the favourable attention of the upper hierarchy. Seven steps to take when asking for a raise. How to talk with your boss. Guidelines for successfully presenting your ideas to superiors.

Side 7: Using Persuasion for Professional Success. How to use the art of persuasion effectively. Six examples of the leading question technique. A five step procedure for leading people to accept your point of view. The ten secrets of persuasion all successful sales people use.

Side 8: Overcoming Objections and Gaining Support. The three levels of listening. Overcoming resistance - five techniques. Fix guidelines for winning arguments. Seven techniques of using persuasion to gain cooperation.

Side 9: How to Talk Like a Professional. Seven tips on becoming a top public speaker. Making your speech powerful and convincing. How to gain control of the audience's emotions. How to physically project your personality. How to appear as if you are the final authority on a subject.

Side 10: How to be Popular and Build Friendships. Giving your wholehearted attention to the other person. Learning to listen between the lines. Five techniques to get people to open up about themselves. Six things that will make you unpopular.

Side 11: Making Magic in Your Marriage and House. Creating a happy family atmosphere with what you say. Accepting people exactly as they are. Making your children happy. Looking for actions to praise. How not to take your mate for granted. Working and playing together.

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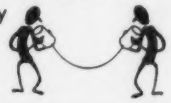
Side 12: The Eight Golden Rules of Conversation.
Eight sins versus eight golden rules - how to avoid the former and put the latter to work for you.

New in 1999

8206 *THE FINE ART OF SMALL TALK*
(2 cassettes 2 hrs. 6 min) - Debra Fine
How to start a conversation, keep it going, build rapport - and leave a positive impression. Make every conversation an opportunity for success.



The program will help you.....

- ◊ Come across as composed and self-assured when talking to people or entertaining clients at conventions, trade shows, and other work-related functions.
- ◊ Feel more at ease at parties, banquets, receptions and networking events
- ◊ Engage anyone in conversation with pose and confidence

New in 1999

8207 *THE JOY OF WORK - humour*
(1 cassette - 90 min) - Scott Adams (Dilbert)
Dilbert's guide to finding happiness at the expense of your co-workers.
"I cried because I did not have an office with a door, until I met a man who had no cubicle." - Dilbert.

Brighten up your day and put things into perspective by joining Scott Adams, creator of Dilbert in this 90 min tape.
BRING A LITTLE HUMOUR IN THE WORK DAY.

New in 1999

8208 *HOW TO START A CONVERSATION*
(1 cassette - 40 min - Don Gabor)
Tired of being tongue-tied? This program is guaranteed to teach you how to strike up a conversation with anyone, in almost any situation. With a little practice and six simple techniques you will be able to overcome your shyness, make new friends, and become more confident and successful.
Learn how to:

- Relax and be yourself
- Overcome shyness and increase self-confidence
- Capture someone's attention
- Meet people anytime-anywhere

New in 1999

8209 *HIGH IMPACT COMMUNICATION*
(6 tapes) Bert Decker is the founder and president of Decker Communications.
How to build charisma, credibility and trust.
There is a new breed of leader among us. People whose great achievements seem almost predestined. And their personal power isn't necessarily due to knowledge, intelligence and hard work. They get ahead because they connect.

By listening and practicing the techniques in High Impact Communication, the persuasive force of the New Communicators can be yours.

1. Side 1 - The New Communicators
2. Side 2 - Creating Emotional Impact
3. Side 3 - Discovering First Brain Power
4. Side 4 - Getting to Trust
5. Side 5 - The Eye Factor
6. Side 5 - The Energy Factor
7. Side 7 - Overcoming First Brain Fear
8. Side 8 - Listening with the First Brain
9. Side 9 - The Power of Video-Cybernetics
10. Side 10 - Gaining Freedom of Expression
11. Side 11 - Thinking on Your Feet
12. Side 12 - Mastery and Self-Confidence

8300 HOW TO DEAL WITH DIFFICULT PEOPLE (4 cassettes)

What you'll learn:

- What motivates difficult people.
- How to deal with touchy people who take things personally.
- What to do when somebody makes a promise you know he or she won't keep.
- How to know when to ignore and when to confront.
- When to forego good manners in dealing with difficult people.
- How to handle the person who says one thing to you and someone else.
- How to know when you're being difficult.
- Why difficult people are so difficult.
- The best way to stop someone from holding a grudge.

New in 1998

8301 NEGAHOLICS - How to handle negativity in the workplace.

(6 tapes - Dr. Chérie Carter-Scott)

Negative attitudes are draining our nation's businesses and people like you who have to deal with them. When you work with people who are addicted to negativity, productivity suffers, morale sinks, and team spirit disappears. When the cycle of negativity grows, self-esteem, motivation and enthusiasm die. And something also dies within you and your organization. Learn to deal with Negaholics positively and powerfully and experience less stress and more personal success - your job satisfaction and productivity will soar!

Learn:

- How Negaholism affects your personal and professional lives
- 10 characteristics of a negativity-plagued work environment - how does your organization stack up and what can you do about it?
- Why the Negaholic virus is so contagious
- 10 trouble spots of Negaholism
- Where you rank on the negativity scale. Take the Negaholism Survey
- How to cope with the "Dirty Dozen"
- The 4-step Communication Model: Learn to re-establish the positive links essential for cooperative relationship
- How to rebuild trust ... and why without it, negativity is likely to continue

New in 1998

8302 CONTROLLING ANGER (4 cassettes)

How to turn anger into positive anger, presented by Dr. Carol Tavris.

Discover how anger affects you...and how to take control of your anger. What makes you Mad? Crazy drivers or greedy vending machines? Conflicts with coworkers, family or friends? Injustice, whether it's in your hometown or halfway around the globe?

Don't let your anger leave you feeling stressed and helpless. Now you can learn how to turn your anger into positive action. In this four-tape audio program, Dr. Carol Tavris discloses new research into anger and overturns the common misconceptions people have about it. She examines the four key components of anger....talks about how anger affects our bodies and our minds...and focuses on what we can do to defuse anger's grip over us - and take control of it.

		min
Side 1:	What is Anger?	42:36
Side 2:	Anger and the Mind	42:08
Side 3:	Five Conditions for Expressing Anger	42:51
Side 4:	How Tos for Coping with Anger	29:28
Side 5:	Mental Skills for Controlling Anger	38:03
Side 6:	New Behavioral Skills	42:52
Side 7:	The Power of Forgiveness	25:49
Side 8	Question and Answers	31:00

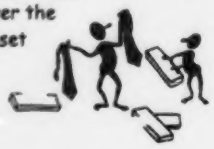
8350 HOW TO GIVE EXCEPTIONAL CUSTOMER SERVICE (6 cassettes)

Highlights of program:

- The five dos and don'ts of exceptional customer service.
- The critical difference between what's expected and what is possible.
- How to measure customer satisfaction and apply what you learn.
- Specific phrases, vocal techniques and body language that build rapport with customers.
- How to "cool off" and angry customer.
- When you should break the rules to serve a customer.
- A 30-second stress reliever to help you cope with burnout.
- How you can be a front-line person that always makes your company look like a winner.
- How to please with over-promising.
- The real reason behind most customer dissatisfaction.
- How to get back on the "good side" of a customer after the relctionship has been damaged.

8352 HOW TO WIN CUSTOMERS AND KEEP THEM FOR LIFE (6 cassettes)

Attracting new customers costs six times more than retaining the ones you already have. Discover the keys to protecting this valuable business asset and transforming your organization into a highly motivated team.



8800 HIGH IMPACT LEADERSHIP (4 cassettes)

Managers maintain the status quo. Leaders help their organizations surpass themselves. Use this innovative audio program to learn:

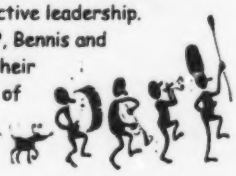
- The best place to begin developing vision.
- One question leaders must ask to create accountability in their people.
- Three ways to make your people feel trusted.
- How to communicate with your people on an emotional yet professional level.
- How to create a sense of urgency in everyone you lead.
- The seven steps to self-mastery: How to enhance your leadership skills through personal growth.
- How to identify areas for improvement in your people and yourself.
- The most deadly assumption a leader can make and how to avoid it.
- How to get your team members to buy in to your vision.
- The one thing your people want from you.
- Better ways to make quick, smart decisions.
- When you must break the rules to get the job done.

8801 REINVENTING LEADERSHIP

a-b (2 cassettes - 1 hr each - Warren Bennis and Robert Townsend)

Strategies to Empower the Organization

At a time when the business world is more frenetic and more complex than ever, two of America's foremost experts on leadership come together to discuss the vital challenges and opportunities facing every professional. By examining the styles of today's most successful leaders, Warren Bennis and Robert Townsend detail the specific traits that are essential for effective leadership.



In **REINVENTING LEADERSHIP**, Bennis and Townsend compare and contrast their leadership beliefs, Bennis, author of more than 18 books, including On Becoming a Leader, predicts an end to the military-style management of the past. He expects leaders to acknowledge and reward the accomplishments of others, Townsend, authar of the #1 New York Times bestseller Up the Organization, wants to see empowered workers have fun while they overcome obstacles. His experience as CEO of Avis Rent-A-Car led him to look for unusual solutions when faced with the daunting task of reengineering a major corporation. Listen as they discuss:

Finding a mentor who encourages reflective backtalk
Building trust and delegating responsibility
Making changes and moving away from the conventional standards of business practices
The difference between managing and leading

8802 PRINCIPLE-CENTERED LEADERSHIP

(6 cassettes)

Principle-Centered Leadership will help you resolve these dilemmas and many others:

- How do we achieve and maintain a wise, renewing balance between work and family and between professional and personal areas of life, in the middle on constant pressures and crisis?
- How do we unleash the creativity, talent, and energy of the vast majority of the work force, whose jobs either require nor reward such resources?
- How do we create team spirit and harmony among people and departments that have been attacking and criticizing each other for years, while contending for scarce resources, playing political games and working from hidden agendas?
- How can we realize that the choice between hardball ('tough' management that tries to force a better bottom line) and softball ("kind" management that hopes for a better bottom line) is transcended by a third alternative that is both tougher and kinder?
- How can we have a culture characterized by change, flexibility, and continuous improvement and still maintain a sense of stability and security?
- How can we get people and culture aligned with strategy, so that everyone in an organization is as committed to the strategy as those who formulated it?
- How can all people at all levels of an organization internalize the principles of total quality and continuous improvement when they are so cynical, fatigued, and disillusioned with all the past 'programs of the month'?
- How can we create a complementary team based on mutual respect when so few value diversity and pluralism?
- How do we turn a mission statement into a constitution - the supreme guiding force of an entire organization - instead of a collection of nebulous, meaningless, and cynicism-inducing platitudes?
- How do we maintain control, yet give people the freedom and autonomy they need to be effective and fulfilled in their work?

New in 1998

8803 THE FIFTH DISCIPLINE

(4 tapes - 240 min - Peter Senge)

Mastery of Senge's five disciplines enables managers to overcome their obstacles to growth and creates brave new futures for them and their companies. The five disciplines are drawn from science, spiritual wisdom, psychology, the cutting edge of management thought, and Senge's own work with top corporations that employ his methods. Listening provides a searching personal experience and a dramatic professional shift of mind.

8850 FIRST-TIME MANAGER (6 cassettes)

Most new managers do not get the training they need. You'll get the information you need to avoid common errors and you'll make a visible impact on your employees, boss and peers. You will learn:

- How to resist the most dangerous temptation new managers face.
- The essential questions you must ask your first week on the job.
- Three ways to let your boss know you are a self-starter.
- How to manage paperwork: Separating the "must read" from the "can wait".
- Delegate vs dump: assigning work for top results.
- Build a team of giants: Hiring right the first time.
- How to avoid cheating yourself out of your next promotion.
- The truth about the #1 motivator (it's not money).
- A simple test that will tell you whether you are leading or managing.
- How to make performance reviews something you and your people look forward and benefit form.

8851 ONE MINUTE MANAGER (6 cassettes)

Highlights of the program:

- One minute goal setting.
- Technique of catching people doing something right.
- Specific words that minimize people's defensiveness when you're dealing with a performance problem.
- How to acknowledge your own mistakes with your people.
- Specific techniques for setting goals you know you and your people can reach.
- Managing change - learning that excellence comes more from managing the journey than announcing the destination.

8852 TOM PETERS LIVE (6 cassettes)

Highlights of program:

- Why the West German model is more instructive than the Japanese
- The #1 problem haunting business today
- Why "time obsessed" competition is the strategy for the '90s
- Why most of our biggest firms still fall tragically short of world class in quality, design and service
- How to use your organization's "mavericks" to foster innovation
- Why the pyramidal organization is disappearing, and what is taking its place
- How and why to turn a business into a network of subcontractors
- The true rewards of going global - and the perils of not
- How to get your people - at all levels - to cherish change
- Becoming "project oriented" instead of "function burdened".

8854 STRESS MANAGEMENT FOR PROFESSIONALS

(6 cassettes)

Highlights of the program:

- The six elements of less-stress living and how to put them to work in your life.
- What you don't know that hurts you.
- How to handle the stress of conflict and difficult people.
- How to say "no" (and automatically cut a high percentage of your stressors).
- How to bring balance into your life.
- The concrete techniques of stress management.

8855 TOM PETERS ON THE NEW MANAGER ON THE NEW ORGANIZATION (6 cassettes)

This audiotape captures Tom Peters at his best and his liveliest. These audio-cassettes give insights on:

- Managing in a world of moving targets
- Building flexible, responsive organizations
- How to keep yourself growing and in demand

Tape 1: covers the end of the Industrial Revolution; The power of thinking small, even when you are not; movies and the power of fashion; speed, innovation and the perpetual revolution

Tape 2: the best and the brightest - providing negative value; business development teams, going beyond the self-managed paradigm; selling "brainstuff"; moving beyond revision - getting to obliteration

Tape 3: Organizational structure - where we need to go; owning the marketplace by being small and smart; "Gotta Units": getting close to the customer; developing "personality" in your independent business units

Tape 4: Winning the customer with neat products and services; Brainpower - where the added value is; creating a curious corporation; spreading the information (and power) throughout the organization.

Tape 5: walking the talk - one job at a time; adding value to your business by updating your résumé; measuring, teaching and encouraging curiosity; cultivating "raging, inexorable, thunder-lizard evangelists"

Tape 6: The value of knowledge - the strategic advantage; things gone wrong versus things gone right; passing the "WOW" test; creating emotional ties with your customers.

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8856 MEGATRENDS 2000 (2 cassettes)

In Megatrends 2000, the internationally known social forecasters who accurately predicted the shape of the 1980s now focus on the 1990s. John Naisbitt and Patricia Aburdene predict ten new directions for the 1990s including:

- The global economic boom
- The triumph of the individual
- The renaissance in the arts
- The rise of the Pacific Rim

Megatrends 2000 is an invaluable resource as we prepare for the future - for the year 2000 - as individuals, as a society, as a global community.

8857 THE POPCORN REPORT (90 min)

Nobody has been more accurate about how to profit from the future than Faith Popcorn. The marketer and trend forecaster, whom Fortune Magazine has dubbed "The Nostradamus of Marketing" reports here on what we will buy, where we will work, how we will live and what we will think in the 1990s.

The Popcorn Report, an upbeat, inspiring insider's guide to the future, will help you transform your fear into hope, and show you have to turn the uncertainties of today into the opportunities of tomorrow.

8858 GROWING A BUSINESS (50 min)

One of North Americans's most innovative entrepreneurs tells why the best tool for growing a business is YOU! Hawken explores: The Idea, Risks, Capital and Problems of Small Business, this revolutionary guide also explains how to: Start Your Own Business, Choose a Product or a Service to Sell, Keep a Growing Business Healthy. For anyone interested in business today, here is the program that spells out the principles of success in a whole new economic climate.

8859 MANAGING THE QUALITY REVOLUTION

(4 cassettes)

The most important issue facing management today is quality - defining it, achieving it and maintaining it. It doesn't matter what your business is, says quality expert Philip Crosby, or what your level or function in your company is - quality is the key to your company's success and yours as well.

In Managing the Quality Revolution, Crosby shows you how to make quality products, provide quality service and encourage quality relationships both inside and outside your organization. If you want to keep quality uppermost in your organization (even if your "organization" is only one person) , this complete quality management seminar will give you invaluable insight on this increasingly important - and profitable - skill.

8860 EMBRACING CHAOS (6 cassettes)

Specific strategies of companies and individuals - How to Shake Things Up and Make Things Happen. Today the fact of business is changing as never before. Small companies no one ever heard of are coming out of nowhere and selling to international markets. Old, established giants are downsizing - or disappearing altogether.

The reason for this global business revolution is the speed at which new products are entering the market. Things move so fast that there simply isn't time for doing business the old way.

And if you want to profit from the new opportunities being born out of the chaos, you'd better be able to move at the frantic pace of today's world. Tom Peters tells you how to spot those opportunities. Learn how to plan your professional and personal life to choose the right moves for you and your company. In Embracing Chaos, Tom gives his latest thinking on the state of business today. He provides you with real-world examples and visuals who are remaking "A success manual for business people in the age of chaos."

8861 WINNING MANAGEMENT STRATEGIES FOR THE REAL WORLD (6 cassettes)

Robert Townsend - who revolutionized American Express - joins Tom Peters to help you get things done faster, better and more profitably. You will have the blueprints for "real-world" success ... and you will learn why the best management strategies don't always "go by the book".

8862 TOM PETERS ON ...Quality, Speed, Customer Involvement and Excelling in a Changing World.

(6 cassettes - 5 hrs)

Insights, advice and admonitions you'll want to heed. Get eye-opening advice from the leading thinker in business today. His unconventional insights cut to the core of an issue, and he backs them with hard data. You'll hear examples of organizations that are running with his ideas ... and succeeding.

Best of all, his irreverent style hits the message home and makes it impossible for you to forget.

Program Highlights:

- The No. 1 problem haunting business today
- Soft, softer, softest: the rapidly changing definition of every product and service
- "Symbiotic organizations": what they are, why they work and how to transform yours into one
- How value has moved from size and mass to information and speed
- Winning the hearts of today's sceptical, shrewd and demanding customers
- Why "time-obsessed" competition is the strategy for the '90s.

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8866 *FINDING, HIRING AND KEEPING THE RIGHT PEOPLE*

(2 cassettes - 90 min)

This power-packed program presents valuable information and proven strategies to help you master all the essentials of employee selection and motivated people. These tapes will equip you with the knowledge you need to make smart hiring decisions today and create a team that will ensure your company's success tomorrow.

Listen to human resource expert Lin Grensing and other professionals provide need to know information that will help you build an unbeatable team of qualified, talented, and motivated people.

8868 *WORKING SMARTER - How to get more done in less time with better results!*

(1 cassette - 1 hr - Michael LeBoeuf, Ph.D.)

Gain previous minutes every hour with simple, direct and easy-to-apply program from the reknown time-management expert Michael LeBoeuf. Requiring no time sheets, written plans, daily records, or other time-consuming devices, WORKING SMARTER works for the executive, the professional, the entrepreneur, the housewife, and everyone in between. Listen as Michael LeBoeuf tells you how to:

Keep trivial matters from hindering your advancement

Learn the art of delegating efficiently

Become a more effective communicator.

8869 *EXCELLENCE IN THE ORGANIZATION*

a-b (2 cassettes - 2 hrs - Tom Peters and Robert Townsend)

The world's foremost producer of personal development and motivational audio programs now brings you the means to achieve excellence in any organization. From Tom Peters and Robert Townsend, two of America's most highly respected and widely known management watchers, thinkers and doers, comes an innovative informative discussion of their favourite subjects - American Management, getting ahead, making good products, treating people right and striving for excellence. Peters and Townsend excel at clearing out mental cobwebs and cliche thinking. With EXCELLENCE IN THE ORGANIZATION, you will notice new things about your organization and how it works - and most importantly, how it can be modified for optimum efficiency and satisfaction. Listen as the authors tell you how to:

Become highly successful at delegating;

De-clutter your life; Recognize a great leader;

Nurture innovation in your organization

8870 a *FIRST THINGS FIRST* (4 cassettes - 1 book)

Time Management with Stephen Covey, A Roger Merrill, Rebecca R. Merrill.

In the spirit of The 7 Habits of Highly Effective People, the #1 nationwide bestseller, First Things First is a revolutionary guide to managing your time by learning how to balance your life.

Traditional time management suggests that working harder, smarter and faster will help you gain control over your life, and that increased control will bring peace and fulfilment. The authors of First Things First, disagree. These authors apply the insights of The 7 Habits...to the daily problems of

people who must struggle with the increasing life demands

8870b *FIRST THINGS FIRST*

Book on Time Management by Stephen Covey, A Roger Merrill, Rebecca R. Merrill.

8950 ***GETTING TO YES: How to Negotiate Agreement without Giving In.*** (6 cassettes)

This program is about getting what you deserve, in a fair, straightforward manner. This cassette series offers a practical, ethical way to resolve disputes of all kinds. You'll know what to look for when things go wrong, what to do when the pressure builds, and how to create an atmosphere conducive to a good negotiation.

Cassette topics:

- Positions vs Principles
- Introduction to the Method
- People Issues - Perception
- Emotions and Communications
- Examining Interests - Yours and Theirs
- Talking about your Interests
- Invention Options - Brainstorming
- Using the Circle Chart
- Using Objective Criteria
- BATNA, Negotiation Jujitsu
- Dealing with Tough Negotiators
- Putting it all Together

PERSONAL POWER (24 cassettes)

Here is your opportunity to learn from the premier success coach in North America today, Anthony Robbins. At the age of just 32, he has built a reputation for the ability to create changes in virtually anyone with lightning-like speed. Now you can get access to his Success-Conditioning technology, in a form you can use starting today.

You can change your life dramatically for the better with this program and your own strong desire. you can have new energy, a new personality and a new level of achievement beyond anything you have imagined

8976a Vol. 1 - The Key to Personal Power
8976b Vol. 1 - The Controlling Force that Directs Your Life

8976c Vol. 2 - Taking Control - The First Step
8976d Vol. 2 - The Science of Success Conditioning"

8976e Vol. 3 - What Everyone Wants and how You Can Get It
8976f Vol. 3 - The Power of Focus

8976g Vol. 4 - Values and Beliefs : The Source of Success or Failure
8976h Vol. 4 -How to Take Complete Control of Your Life

8976i Vol. 5 - The Power of "WHY"
8976j Vol. 5 - Creating Your Future : The Goal-setting Workshop

8976k Vol. 6 - Success Conditioning : The Power of Rituals
8976l Vol. 6 - Anchoring Yourself to Success
8976m Vol. 7 - How to Condition Yourself for Wealth
8976n Vol. 7 - Ending Financial Self-sabotage

8976o Vol. 8 - Overcoming Fears of Failure and Success
8976p Vol. 8 - Eliminating Self-sabotage

8976q Vol. 9 - How to Increase Your Energy
8976r Vol. 9 - The Power of Successful Relationships

8976s Vol. 10 - How to Solve Quickly and Effectively
8976t Vol. 10 - My Personal Challenge to You

8976u Vol. 11 - Total Self-Confidence
8976v Vol. 11 - Unlimited Financial Success

8976w Vol. 12 - Vibrant Health and Energy
8976x Vol. 12 - Getting Into Action!

8979 READING DYNAMICS PROGRAM

(Evelyn Wood) (6 cassettes)

for speed...comprehension...and retention

Why audiotapes make the famous Evenlyn Wood course so much easier and more flexible.

Everything you need is included:

- Six audiocassettes (12 sides), divided into major topics for reviewing purposes
- 152-page Study Guide with visual materials and sample reading selections. The cassettes are your "private tutor on tape", telling you when and how to use the Study Guide.
- Personal Progress Record Chart shows you how quickly your reading speed is increasing...tells you where review would be helpful.

Side
1. Finding your present reading speed
2. Increasing your reading speed immediately
3. Doubling your reading speed
4. Remembering what you read
5. Obtaining greater reading rates
6. Reading the newspaper efficiently
7. Developing better comprehension
8. Organizing to remember
9. Special techniques for better recall
10. Breezing through office correspondence
11. Techniques for flexibility
12. Evaluating your progress; how to maintain your new skills

8981 IMAGINEERING (52 min)

Unleash your Imagination! Clear away traps that inhibit innovation! Make your dream reality! Learn how to profit from your creative powers! Everyone is born with creative potential - and this program will show you how

to unlock the incredible powers you already possess. Learn how successful innovators and inventors - Bell, Edison, Einstein, and others - systematically produced creative, worthwhile ideas, and learn how you can gather support from your friends, relatives and colleagues

8983 MEMORY POWER (6 Cassettes - 5 hrs. 38 min)

Improve your concentration and remember more - longer)

Author Steve Moidel has spent years studying how the mind works. The principles of memory Power are simply, fast - they are even fun. Free yourself from forgetfulness with this skills-intensive audio-training program

Program highlights:

A fail-safe system for remembering lists.

A simple technique to help you remember long multi digit numbers (perfect for recalling phone numbers).

The best way to remember where you put things.

Mnemonics: how to use all 5 senses to help you remember. Specific relaxation exercises that can put your mind to rest - and make it more efficient.

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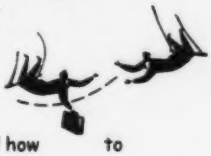
8984 *POWER NETWORKING* (4 cassettes - 3 hrs. 38 min)

55 secrets for personal and professional success.

How good are you at meeting people? Establishing new business contacts? Today, in most professions, networking is essential for creating new opportunities for yourself and your organization. In this audio program you will gain the secrets that effective networkers use to make connections that pay off - both professionally and personally. You will learn how to build your confidence... where and when to make contacts...and how to manage your network to keep it up-to-date and productive.



Program Highlights:

- Where the real 'power' in power networking resides.
- How to develop a networking outlook people respect and respond to.
- Breaking down the barriers that keep you from meeting new people.
- Ways to generate a steady flow of quality sales leads and referrals.
- Ways to introduce yourself that make people eager to call on you
- Using the stepping stone method to meet the people you want to know
- How to ask for what you want from your contacts - and get it.

8985 *21 DAYS TO SELF-DISCOVERY*

(4 cassettes - 4 hrs.)

With Carol Price. Define what you want in life and discover how to get it **21 Days to Self-Discovery** helps you define what's most important to you. How to develop the internal motivation and steadfast dedication to go out and achieve your goals.

Some of what you will learn....

How to focus your vision of self-fulfilment - so you recognize what is truly important to you.

- Exercise: awakening your dormant dreams ... so you do not unconsciously 'settle for less' than you want out of life
- Effective ways to identify and overcome the fears that inhibit you from following your dreams
- Using the truth chain to help you see your relation ships clearly (are your friends and family helping you or hurting you
- How to build a solid 'circle of support' ... and why it is so important for your personal development
- How to prioritize your values and decide what you want in life --- right now, and in the futureand ..... more....

8986 *MANAGING YOUR TIME, ENERGY AND RELATIONSHIPS* (2 cassettes - 2 hrs)

Increase your personal productivity,..grain cooperation easily...and accomplish more of what you want - Mark Sanborn.

In just a few hours, you can learn proven ways to put more time and energy back into your life. You can discover how to crate the supportive. 'I'm on your side' relationships that make your life easier.

Some of what you will learn:

13 ways to conquer procrastination (including the 'prime time' ... 'salami... and 'first page' techniques); How to let go of paralysing perfectionism, and focus on achieving excellent instead

Strategies for delegating work and giving feedback in a team-oriented workplace; Controlling interruptions: polite (but direct) ways to protect your most precious work time; How to plan and set clear, reachable goals; Techniques to improve your personal and professional relationships; Quick ways to clarify what your manager, co-workers and customers really want from you, so you do not waste time doing unwanted work; The keys to managing and maximizing interdepartmental collaboration; 6 tips for making quick, confident decisions; Powerful ways to ask for what you want and get it; Eliminating the mental and physical factors that rob you of your 'drive' - and specific ways to stay energized throughout the day

8988 *MEGA MEMORY* (8 tapes - 16 lessons)

NOT TO BE USED WHILE DRIVING

Kevin Trudeau is your guide into utilizing your already perfect memory by training it properly. After two or three days with this self-training program, you will be performing prodigious feats of memory.

Lapses of Memory can Kill : They can kill a sale, a friendship, a job or a career, a romance, opportunity for promotion. They can even snuff out a life!! Lapses of memory can make a talented person look incompetent and smart people look dumb.

But a good memory helps in hundreds of ways. It smooths your relationships, it helps you in negotiations and presentations. And you do not waste precious time looking things up.

A good memory actually makes you smarter, it helps you score higher on tests, even intelligence tests. And when you remember easily, it frees the rest of your mind for thinking.

1. <u>Do not listen while driving.</u> You often do mental exercises with your eyes closed. These exercises stimulate the memory centres of the brain,

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conditioning you for top memory performances.

2. Listen only once. Each exercise leads to the next - no repeating.

Anyone can benefit from this program.

8989 ***Learn to Speak German Level 1***
a - b (12 cassettes plus book)

8990 ***MOTIVATING PEOPLE IN TODAY'S WORKPLACE*** (4 cassettes - 3 hrs.20 min)

Creating the internal motivators and external rewards that make your people more involved, enthusiastic and productive.

Ultimately, your organization's success depends on a turned-on staff. So you need to learn how to get (and keep) your people excited about their work.

You'll learn to get your employees thinking ..

Initiating . spotting and fixing problems ... taking responsibility -- a must for the long-term health of your organization.

PROGRAM HIGHLIGHTS

- Intrinsic motivation: what it is and how it'll get your employees to push themselves
- How to identify (and banish!) the demotivators that stifle your employees
- Two critical components of successful incentives -- and 6 common reasons incentive plans fail
- An 11 point checklist to help you maximize your compensation plan's effectiveness
- Motivation trends organizations follow today -- what can you learn from them

8991a ***SENSATIONAL RELAXATION***

Description not available. - Feedback is excellent

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8991b ***STRESS R-E-L-E-A-S-E*** (1 cassette) -

A do-it-yourself relaxation program -

Quick tension relief...easy stretches..muscle by muscle relaxation

Stress Release offers you an opportunity to learn and practice simple tension-relieving exercises and to experience total body relaxation. Fun, easy to follow and teaches you a lot of skills in a little bit of time.

Side A: Welcome to StressRelease : Bill McCulloch welcomes stress management consultant Dr. Nancy Loving Tubesing to his radio talk show. Nancy introduces the audience to the principles of relaxation and invites you to test some of her quick, practical and enjoyable techniques for relieving tension in different areas of your body.

Side B. Progressive Relaxation: Herb Graham invites you to experience total body relaxation in a 15 minute exercise designed to relieve tension in all of the ten major muscle groups. His narration is accompanied by the beautiful Pachelbel 'Canon in D'.

Use this side of the tape whenever you'd like an extended relaxation break.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8991c ***Warm and Heavy*** (1 Cassette)

Autogenic relaxation routine

Peaceful breathing....passive focusing...gentle self-suggestions....

You can teach your body to respond quickly to quieting messages from your mind. Deep breathing is the key to promoting total relaxation. Imagining warmth and heaviness in your arms, legs and trunk can effectively increase the healing power of that relaxation.

Side A: Warm - On Side A of the autogenic relation routing, Dr. Nancy Loving Tubesing invites you to gently focus on warmth that slowly spreads through your body bringing complete relaxation and a sense of personal peace and renewal.

Side B: Heavy - On Side B, Dr. Donald A. Tubesing helps you to experience the freshness of spirit and calmness of mind that results from a passive attention to the rhythm of your breathing and the relaxed heaviness in your hands and feet.

The repeated autogenic phrases on both sides of this tape are reinforced by the healing, melodic phrases from Steven Halpern's 'Spectrum Suite', which is used as the musical background.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8992 ***DAYDREAMS 1: GET AWAY***

(1 cassette) Relaxation Cassettes

All with soothing musical backgrounds.

Daydreams 1: Five mini-vacations from stress and strain

Fingertip Face Massage. A refreshing self-care break

Relax...Let Go...Relax Two unusual relaxation/ revitalization sequences

Spiritual Centering: A fantasy journey that calms and deepens

StressRelease: Tips for tension relief and a progressive relaxation routing.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8993a ***WILDERNESS DAYDREAMS ONE*** - Canoe/Rain

(1 cassette) Douglas Wood

Escape to the wilderness - no matter where you are - as you experience the rich, image-filled meditations of nature write Douglas Wood. Let Doug take you on a wilderness daydream ....

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Canoe/Side A ...In your canoe you float along the shoreline quietly, gliding forward easily with each stroke. The water is calm, the wooden paddle is smooth and comfortable in your hands. On this lake your canoe will take you wherever you please ... and your journey offers you the experience of perfect tranquillity and solitude.

Rain/ Side B ... In your warm, safe cabin you awake to the distant echo of thunder and the light rhythm of rain on the roof. As you listen to nature's symphony, your anxieties and concerns are washed away, and your mind is cleansed. When the storm passes, you emerge into the morning peaceful and rejuvenated

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8993b *WILDERNESS DAYDREAMS TWO* - Island/ Spring

(1 cassette - 20 min) - Douglas Wood

Escape to the wilderness - no matter where you are - as you experience the rich, image-filled meditations of nature write Douglas Wood. Let Doug take you on a wilderness daydream ....

Island/Side A ... As you drift over quiet waters through morning mist, the island looms clearer. Alone along its shore, you explore the granite boulders, the tall pines, and the wild sounds of this enchanted refuge. You discover that it is a perfect place for you to reflect and to re-experience seclusion and peace.

Spring/Side B ... The marsh is alive with spring. Resting on a grassy slope you feel the earth warm and dry beneath you. The sun is radiant, and the sky holds white, cumulus clouds overhead. The sights and sounds and scents of life surround you. You celebrate the harmony of nature and the renewal of life within you.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8993c WILDERNESS DAYDREAMS THREE - Campfire/Stream

(1 cassette) Douglas Wood

Escape to the wilderness - no matter where you are - as you experience the rich, image-filled meditations of nature write Douglas Wood. Let Doug take you on a wilderness daydream ....

Campfire/Side A ... Hypnotic flames dance in the crisp evening air as you bask in the warmth of your fire. In your quiet place, the noise and haste of civilization seem far away - an owl hoots, a nighthawk calls. The reflective moments of this evening time bring the rest and refreshment of many previous fires back into your soul.

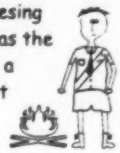
Stream/Side B ...Off the beaten track, deep within the forest, you sit by a sparkling stream. On a small beach shared by all the forest inhabitants, you also share in the life-giving water. Moving freely and unencumbered, the flowing stream invites you to experience the power of letting go.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8994a *SPIRITUAL CENTERING*

(1 cassette - 20 min) Dr Donald A Tubesing

Tranquil space ... soothing music ... sensory awareness ... Meditation and positive imaging are proven techniques for uncluttering the mind and achieving profound relaxation in the body in this tape. Dr. Tubesing invites you to explore your spiritual depths as the guides on your own meditative path through a quiet forest. You will emerge stimulated but peaceful. You will feel centered as you follow him into a worry-free state of your own making.



On Side A - Don's narrative is accompanied by the healing sounds of a Steven Halpern musical composition, 'Comfort Zone'. Halpern's music is designed to soothe your mind and uplift your spirit. Let yourself experience it!

Side B features the same narration by Don, but without the musical background. You may choose to pair Don's voice with your own favourite music, or listen to his calming voice alone.

Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness

8994b *HEALTHY BALANCING*

(1 cassette - 20 min) Nancy Loving Tubesing and Donald Tubesing

When your life is out of focus and you feel pulled in too many directions at once, take time out to rebalance yourself and restore whole person harmony.

<u>On Side A</u>, Donald A Tubesing, MDiv PhD guides you to Inner Harmony. Listen to Don's soothing voice and the healing sounds of Steven Halpern's SPECTRUM SUITE as you find an energy-restoring, relaxing balance. Your mind, you self and your spirit rest lightly and harmoniously on the strength of your body and the shythm of your breathing.

<u>Side B</u> features Nancy Loving Tubesing, EdD leading you in a process for Restoring Equilibrium. View metaphors for rebalancing on a mental movie screen. Use this affirming, yet challenging, guided visualization for specific situations or lifestyle reassessment. The music of SPECTRUM SUITE provides a soothing

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background to the gentle, steady rhythm of your breathing. The creative power of your imagination will lead you to new understanding and restored equilibrium **Caution - do not listen to this tape while driving - the relaxing images and music may cause drowsiness**

New in 1999

8995 MASTERING SPANISH Level 1 Beginner

a - b (12 cassettes - book)

Hear it - Speak it - Write it - Read it - Start to learn Spanish
This is the same course used by the U.S. Government to train diplomats. Long-playing sound cassettes featuring native speakers.

8995 MASTERING SPANISH Level 2 - Advanced

c - d (12 cassettes - book)

Hear it - Speak it - Write it - Read it
The same course used to train Diplomatic Personnel. Advanced training for fluent speech at your own pace - in your spare time. Enlarge your vocabulary - improve your pronunciation - develop conversational skill - master essential grammar. If you have some knowledge of Spanish but need more, then this language course is for you. If you want to speak, read, and write Spanish fluently MASTERING SPANISH - LEVEL TWO is exactly what you need. This is the same course used by the U.S. Government to train diplomats. Long-playing sound cassettes featuring native speakers

8996 THE CAREERTRACK COLLECTION

(6 cassettes - highlights from 24 of the more popular seminars)
CareerTrack's latest skill-building wisdom is now available in an updated audiocassette package. These six tapes give you highlights from 24 of CareerTrack's most popular audio seminars - CareerTrack's highest-rated speakers - in career-boosting insight been so accessible!

Tape 1: Optimizing your performance

- Self-Empowerment - Jeff Salzman
- Stress Management - Roger Mellott
- Live on Winning - Denis Waitley
- Taking Control of Your Work Day - Dick Lohr

Discover the real basis for heightened self-esteem, confident self-expression, emotional balance and increased personal potential. Feel better and perform at your peak. Learn new ways to think and act that can dramatically improve your life. Respond to other people's demands and accomplish your own priorities.

Tape 2: Your Image, Power and Career

- How to Prepare a Professional Image - Carol Price
- How to Set and Achieve Goals - Bobbie Sommer
- Business Etiquette = Linda Hughes
- How to Speak up, Set limits and Say No - Maria Arapakis
- Shape your image to say exactly what you want it to say. Identify your goals - and map out steps to achieve them after even the most challenging business situations with tact and finesse. Gain the respect you need to make things happen.

Tape 3: Leadership in Today's Organization

- How to Give Exceptional Customer Service - Lisa Ford
- Team Building - Mark Sanborn
- Professional Supervision Skills - Jack M. Everitt
- Management and Leadership Skills for Women - Susan Dellinger, Ph.D. Please your customers and build profits for your company. Pull your team together so they share a vision, work toward common goals and help each other achieve their potential. Learn new ways to bring out the best in your people and personally contribute more to your organization. Boost your leadership effectiveness and increase your overall job satisfaction.

Tape 4 The Power of Words

- How to Prepare a Wining Proposal - Patricia M. Cramer
- Grammar for Business Professionals
- Speed Reading - Steve Moidel
- Confident Public Speaking - Roko Paskob, Ph.D
- Create proposals that are easy to read - and motivate people to act. Take the embarrassment out of speaking and writing. Improve your powers of comprehension, concentration and retention as you
- read faster than ever. Turn your public speaking fears into comfortable competence.

Tape 5 Communication Skills, Strategies and Tactics

- How to Deal with Difficult People - Dr. Richard M. Brinkman and Dr. Richard M. Kirschner
- Power Talking Skills - George R. Walther
- Effective Listening Skills - Ron Meiss
- Negotiate Like the Pros - John Patrick Dolan
- Foster cooperation and teamwork - even among the most difficult people. Learn to say what you mean and get what you want. Listen more effectively, to avoid mistakes, minimize wasted time and repair strained relationships. Negotiate stronger, more profitable deals.

Tape 6 On the Home Front

- The Balancing Act - Bee Epstein Ph.D.:
- Controlling Anger - Dr. Carol Tavris
- How to Raise Happy, Confident Kids - Ed Bliss

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- Win the Food Fight: The Seven Week Victory Diet - Sam Grossman, narrated by James Lawless.
- Have a more fulfilling career and personal life. Turn anger into positive, constructive action. Create and maintain high self-esteem in your children. Transform your health and physical shape - and start on your way to a permanent lifestyle change.

New in 1999

8997a-b MASTERING FRENCH Level 1 - Beginners

Now you can speak French fluently. If you want more from a language course than lists of phrases for travellers, you've come to the right place. This comprehensive book/cassette program will help you develop total fluency - in less time than you ever thought possible. You will master grammar, pronunciation and vocabulary as you gain complete spoken command of the language.

This is the same coursed used by the U.S. Government to train diplomats.

New in 1998

8997 MASTERING FRENCH Level 2 - Advanced

c - d (12 audios and a book)

If you have some knowledge of French, but need more, then this language course is for you. If you want to speak, read and write French fluently, Mastering French, Level 2 is exactly what you need. At your own pace - in your spare time. Perhaps you have had extensive classroom training in French. Or perhaps you have completed Barron's own Level One book and cassette course in Mastering French. Now is the time to bring your knowledge of French closer to perfection. Mastering French - Level Two will help you achieve this goal..

This is the same course used by the U.S. Government to train diplomats

New in 1999

8998 THE SORCERER'S KEYS 4 tapes

Danniel Star with Heather Chetwynd

A psychology of the spirit for creating emotional wellness.

Danniel Star shares with us a perspective, a way of understanding and processing information, which allows us to develop and maintain the emotional health and wellness we need to keep up with this changing world.

Tape 1	Side A	Map of the Mind
	Side B	Thought
Tape 2	Side A	Thought, contd.
	Side B	Thought contd.
Tape 3	Side A	Judgment
	Side B	Belief
Tape 4	Relaxation Tape	

If after you have borrowed these, you would like to have this as part of your company or personal library, you can purchase these by contacting Atlantic Speakers Bureau at 506 465-0990 and /or visit web site http://www.asb.nb.ca

8999 UNLIMITED POWER Anthony Robbins - 6 tapes

Certain men and women succeed at everything they do, while others of equal intelligence fail. Why is that?

We all want to tap our full potential and in UNLIMITED POWER you will be given the ultimate success formula. Learn to persuade and motivate others with amazing precision. Taught a system for gaining instant rapport with anyone you meet.

Let Anthony Robbins teach you an innovative, new method of attaining peak performance in every area of your life.

<u>This program will teach you how to:</u>

- ◊ Use a simple, powerful technique to change the way you feel about yourself instantly.
- ◊ Get rid of inner conflicts that have limited you in the past
- ◊ Design your life by setting purposes rather than just goals
- ◊ Identify areas where you have hidden conflicts that are sabotaging your efforts
- ◊ Use the mind-body connection to help you achieve the things you want
- ◊ Condition yourself to experience excitement and positive emotions regardless of present difficulties
- ◊ Get what you want faster and more effectively than you ever imagined possible
- ◊ Use the greatest motivational force in the world to achieve peak performance

When you unleash your unlimited power, you will be able to change almost any negative patterns immediately - patterns that may have been holding you back for years. And most importantly, you will be able to tap into the real power that can create the ultimate success you desire.

9001 MAKING MEETINGS WORK (2 cassettes)

Learn to conduct meetings that do not waste a minute ... keep people interested ... and lead to real progress. Whether you are in charge of small or large meetings, you will find these techniques indispensable.

9002 101 IDEAS TO ORGANIZE YOUR BUSINESS LIFE (2 cassettes)

Become the kind of organized person you have always admired - with practical tips for sorting out details and keeping them that way. You will find that being organized is not a personality characteristic. It is a skill and a state of mind that you can achieve.

9003 HOW TO DELEGATE WORK AND ENSURE IT'S DONE RIGHT (4 cassettes)

Listen to How to Delegate Work and you will find out ....

- What delegation is - and is not
- What to delegate, to whom
- How to supervise the process without meddling
- How to pass on a talk once and for all (and prevent "upward delegation")

Most of all, you will find ways to free up your time to initiate new projects - and offer your coworkers and staff challenging new opportunities. You and your people will grow in the process.

9200 SELL LIKE THE PROS (4 cassettes)

The secrets of top salespeople revealed. What's your income potential? What are you doing to reach it? Make your job easier and more satisfying. Make your customer want to buy more from you. Make more money for yourself and your company.

9201 HOW TO SELL AT PRICES HIGHER THAN YOUR COMPETITORS (6 cassettes)

These tapes will arm you with the know-how you need to sell smarter - once you know how to do it.

You will learn:

- Why cost-cutting and knocking heads over price is the worst strategy you can take
- Ways to see through the "I-can-get-it-cheaper" excuses that purchasing agents use to get you to drop your prices
- An 8-step process to help you combat cut-rate competitors
- Nine ways to counter customers who want to beat your price down
- Factors to figure when setting your price
- Tactfully - and tastefully - using your competitors' shortcomings to justify your prices
- Why "delivery" is key to selling at higher prices

9203 MORE TIME FOR SELLING (1 cassette - 1 hr.)

In this one hour audio, you will learn how successful sales people spend their time, and how to avoid time wasting activities. Based on thousands of hours of research, you will learn valuable tips on how to enhance your sales productivity.

9204 BOOT CAMP....Fight for Higher Income!

(10 audios - 10 hours)

Basic sales training was never this rough. It starts with a bang as 'General' Tom Hopkins prepares you for battle. He maps out selling strategies you need to effectively fight the competition. You will move through every gruelling aspect: Controlling fear, prospecting, contacting, qualifying, presenting and closing. Then the real drill begins as Tom makes you practice, practice, practice. Joins the ranks of sales professionals that have already begun to exceed their income expectations!.

9205 STEPS TO SUCCESSFUL SELLING

(1 audio) by Zig Ziglar

You've heard about natural-born salespeople - these people who seem to perform intuitively and succeed effortlessly. Zig Ziglar shows you that those success stories result from study and observation rather than inborn talent. Now you can master the techniques that will take you from a good salesperson to the best!

New in 1999

9206a SALES COACHING PLAYBOOK -

A Sales Coaching System (Managers)

Including

- Action Coaching Model
- Player Selection Process
- Action Sales Training System
- Motivational Plan

Use the Sales Coaching Playbook to:

- Increase performance and productivity of each team member
- Improve employee commitment
- Increase sales and profitability
- Improve your relationship with your team
- Identify how to interview and select winners
- Master different methods of motivation
- Improve your ability to teach and train
- Improve the selling skills of every sales person
- Modify the behavior and improve the habits of each team member

If after you have borrowed these, you would like to have this as part of your company or personal library, you can purchase these by contacting Atlantic Speakers Bureau at 506 465-0990 and visit website http://www.asb.nb.ca

9206b SALES COACHING PLAYBOOK - *presents "Action Selling System"* (Sales People)

A journey through the five steps of the sales process including:

- Preparation Step
- Explanation Step
- Discovery Step
- Commitment Step
- Service Step

Use the Action Selling System and you can expect to:

- Master the 8 practices of high performance salespeople
- Identify implementation strategies to effectively target the market
- Determine four ways to qualify the prospect
- Recognize the steps in the buying cycle and the different buying team members
- Identify the real reasons for customers using or not using your product
- Master how to obtain appointments with a superior success rate
- Identify how to use the SCAN questioning process to effectively interview the customer
- Learn a communication formula to effectively communicate value
- Master how to ask for the business and get it
- Successfully answer any objection any time during the sales call
- Discover how to expand the relationship from prospect to partner
- Use setbacks as stepping stones to success

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New in 1999

9207 SELL YOUR WAY TO THE TOP
(2 cassettes - 2 hrs) - Zig Ziglar
How to turn every no into a yes and improve your prospecting, overcome price objections, and close more and bigger deals with finesse and style. Combining vivid scenarios and crystal clear instructions, Zig will motivate you to reach your peak as a sales star. You will learn how to add the personal touch to client relations making you more effective than ever at demonstrating the need for your product or service. More than a guide to closing one single sale SELL YOURWAY TO THE TOP will help you open the door to a profitable sales career.

New in 1999

9208 SELLING FOR DUMMIES
(1 cassette - 90 min) - Tom Hopkins
A reference for the rest of us! The fun and easy way to become a champion at selling ideas, products and yourself. Your first aid kit for mastering the steps to sales success. How to get results with impact - explained in plain English.

Trade Shows, Exhibitions

9251 DOUBLE YOUR TRADE SHOW RESULTS GUARANTEED
(1 cassette - Barry Siskind)
How successful was your last trade show initiative? For the past 17 years, trade and consumer show expert Barry Siskind has been helping exhibitors from around the world produce quantum-leap improvements in their exhibiting effectiveness. Barry reveals many of the highlights from the three best selling books and critically acclaimed seminars on successful exhibiting. Discover what you can do to ensure that you consistently exceed your exhibiting goals.

9300 BUSINESS RESOURCE PACKAGE

a-d (1 cassette - 3 books)

Three publications for start-up entrepreneurs produced by the Canadian Industrial Innovation Centre:

Going Into Business

Venture Assessment Workbook with audio cassette

Marketing for Entrepreneurs

Going Into Business - a basic overview of the tasks and challenges you will be facing. The workbook and audio when completed will become the foundation for your own proposed business plan. The marketing manual will assist you with selling, pricing, product policies, merchandising, promotion and advertising - good preparation for the marketing plan

9302 STARTING A SUCCESSFUL BUSINESS (8865)

(2 cassettes - 3 hrs). Based on the best-selling book by J.James.

Have you always wanted to be your own boss? This three-hour program is based on this book which is used and trusted by more than 200,000 entrepreneurs. It offers the same practical, no-nonsense information you can everyday on your journey from start-up to success. Listen to 15 small business experts reveal how you can turn your good ideas into a reality PLUS entrepreneurial insight that only those who have been there can offer

This lively, informative audio program is chock full of 'must know' information to help you start your own business AND save you money and avoid mistakes.

9304 THE ULTIMATE NO B.S. (8871) - Dan Kennedy

(2 cassettes) No holds Barred, Kick Butt, Take No Prisoners, and Make Tons of Money This vigorous audio program dishes out entrepreneurial advice that will challenge and provoke entrepreneurs to master top business methods.

WARNING: These two tapes are definitely not for the meek!

Delivered with energy, drama, and humour, this presentation combines Kennedy's best-selling book with dramatized examples and all new information.

- ◊ Learn at home, in your car, or in your office. Real-life tips on:
- ◊ determining if your idea is viable;
- ◊ how entrepreneurs make money without money;
- ◊ how to create sales and marketing breakthroughs;
- ◊ Understanding the work of lawyers, accountants and bankers
- ◊ how to prevail when the going gets tough ...and much more.

New in 1999

9305 THE E MYTH REVISITED (revised)

(2 cassettes - 2 hours) Michael E. Gerber

Why most small business do not work and what to do about it. By identifying the three personality types in business, walking you through the steps in the life of a business from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective and demonstrating how to apply the lessons on franchising to any business. Learn how to grow your business in a predictable, productive way that will enable you to try control your own destiny. Small businesses fail at an alarmingly high rate but your doesn't have to be one of them.

New in 1999

9306 THE PERFECT BUSINESS

(2 cassettes - 2 hrs) - Michael LeBoeuf

In the PEFECT BUSINESS, Michael LeBoeuf guides the listener to success-oriented thinking, covering such topics as:

- •How to get paid to market yourself
- •How to use the smart tools for information technology to increase your productivity
- •How millionaires think and what they do to become millionaires
- •How to choose a million-dollar business that is right for you.
- •Unlike routine home-office guides,

Unlike home-office guides, THE PERFECT BUSINESS does not focus on the physical and financial mechanics of organizing and running a home business. Michael Le Boeuf knows how we think is the single most important factor in determining how wealthy we become. With right thinking comes the right choices that lead to success.

9600 WOMEN, POWER AND SELF-ESTEEM
(4 cassettes)
Take charge of your own well-being: Act with confidence; eliminate negative patterns; overcome fear and guilt; feel good about yourself, move past self-criticism; tell yourself the truth.

9601 MEGATRENDS FOR WOMEN
(2 cassettes)

This audiobook shows us how women are using their new power to transform every sector of contemporary life for the twenty-first century: redefining leadership in business, uncovering new routes to political power, and taking the lead in the environment and education. Patricia Aburdene and John Naisbitt show how revolutionary change is happening because women are exceeding the old limits and establishing new criteria for excellence. Megatrends for Women is the blueprint for successful women moving toward the future.

- Creative ways to get everyone in your family to pitch in and help around the house

New in 1998

9603a BECOMING A PROMOTABLE WOMAN
(6 tapes by Sally Briggs Jenkins)
A powerful training package for every woman who wants to move herself up and her company forward.

Tape 1 Introduction - the promotable woman
Tape 2 Business planning and goal setting
Decision making
Tape 3 Decision making, contd.
Tape 4 Organization politics and the corporate culture
Tape 5 Organization politics and the corporate culture, contd.
Communication dynamics
Tape 6 Team Building Strategies and promotability

9603b THE PROMOTABLE WOMAN - Book
Advancing through leadership skills. If you are a woman and you plan on getting ahead in business, this book could change your life and save you years of precious time.